Waimakariri District Council Community Development Strategy 2015 - 2025

Ehara taku toa te toa, takitahi engari he toa takitini

The strength is not of one alone, but of the collective.

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Definition of Community Development

Community Development values people first. It builds strong communities by utilising local skills, knowledge and experience in decision-making to improve quality of life. It relies on everyone being informed, having a say and being included; with differences acknowledged and welcomed.

Community Development is a way of working which encourages people to come together to define their common needs and aspirations, to undertake planning and organise themselves to take action to achieve their collective goals.

Introduction

By 2014, the objectives in the 2007 -2016 Waimakariri Community Development Strategy had largely been met. The aftermath of the Canterbury earthquakes had resulted in a changing social landscape. This corresponded with a dramatic population increase and shift in population dynamics. It was therefore timely to review community priorities and develop an updated strategy that would address these.

The aim of this strategy is to provide a clear framework for the role that Waimakariri District Council Community Development plays in addressing identified priorities.

The Vision, Mission, Goals and Objectives detailed in the strategy are supported by an implementation plan, which forms the basis of annual planning for Waimakariri District Council Community Development staff.

Community Development in the Waimakariri District

Community Development is a key component of the Waimakariri District Council Community Team, which facilitates community development, youth development, injury prevention and crime prevention; all contributors to thriving communities.

The role of the Community Team is to **engage, connect, empower** and **inform** residents, community groups, agencies and organisations in the creation of stronger, safer communities.

This work aligns with the criteria for our status as a World Health Organisation accredited 'International Safe Community', ensuring that it is:

- Evidence-based
- Community-led
- Relevant to and inclusive to all
- Well documented
- Well evaluated

Community Development encompasses addresses the overall wellbeing of our communities, in line with the following key **Waimakariri District Council Community Outcomes**; that:

- There is a safe environment for all
- The community's needs for health and social services are met
- The community's cultures, arts and heritage are conserved and celebrated
- People have wide ranging opportunities for learning and being informed
- People are friendly and caring, creating a strong sense of community in our District
- Public effect is given to the spirit of the Treaty of Waitangi
- There are wide ranging opportunities for people to contribute to the decision making by local, regional and national organisations that affects our District.

The Community Team operates an 'open door' to the community, often responding to off-the- street requests for information and/or links to community support. Whether working with groups or across the community, the Community Team operates in line with Waimakariri District Council values;

- *We'll work with you and each other*
- *We'll keep you informed*
- *We'll do better every day*
- *We'll take responsibility*
- *We'll act with integrity, honest and trust*

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Identified Priorities:

A Community Development survey and corresponding community fora were undertaken with the aim of engaging residents, community groups, organisation and other stakeholders. The aim was to gather perceptions of our community and to identify key areas of priority for Community Development.

Alongside this, several issues and opportunities had been identified through a number of networks aligned with the work of our Community Development staff. These include Social Services Waimakariri, the Waimakariri Health Advisory Group, a rural safety discussion forum and community networking fora. All mirrored the research and our community's feedback.

Four key priorities emerged for Community Development

- *Community and/or Neighbourhood events to enable people to connect.*
- *Increasing the profile, capacity and capability of community groups to attract and integrate new members.*
- *A more linked-up approach to the provision of easily accessible community information.*
- *That more could be done to enhance and encourage better use of some of our spaces and places.*

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Community Development 2015 – 2025

Our Mission

Facilitating stronger, safer, vibrant communities

Our Vision

Waimakariri is a District where people are thriving

Our Strategic Goals

To engage, to connect to inform and to empower the Waimakariri community

Goal 1: *Engage key stakeholders to enhance community development, youth development and community safety.*

Objective:
Foster and maintain relationships with all stakeholders in community development, including:

- Elected local and national government representatives
- Government and non-government agencies in the health, social, youth and education sectors.
- Te Ngai Tuahuriri Runanga
- Grassroots community groups and emerging leaders
- The funding sector
- The business sector
- Appropriate Council departments
- The media

Result: Community Development is supported by a broad range of stakeholders.

Performance Indicator: From Community Team annual report card

Indicator	Benchmark 2015	Target 2025
Total number of partners supporting Community Development, Youth Development and Community Safety initiatives	300	≥300

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Goal 2: Facilitate connection across the community

Objectives:

- Support existing groups and networks that connect residents.
- Facilitate networking opportunities for local agencies and community organisations
- Support initiatives that increase accessibility to our spaces, places and services
- Identify and respond to emerging opportunities for greater connection across the community

Results:

- Residents are welcomed and connected to the community
- Community groups and agencies know each other and are well informed about what each other does, leading to increased potential for collaborative work.

Population Indicator: from Waimakariri District Council Community survey

Indicator	Benchmark 2015	Target 2025
Percentage of respondent households involved in recreation, arts and cultural, school, church, community, sports or service groups/organisations.	40 %	65 %

Performance Indicators: from Community Team annual report card

Indicator	Benchmark 2015	Target 2025
Number of groups that connect residents or organisations, supported by the Community Team.	12	≥ 12
Evidence of Community Team Support for the development of new groups that facilitate community connection	N/A	8 new groups

Goal 3: Cultivate a more informed community

Objectives:

- Promote community initiatives and raise awareness of community issues and opportunities via electronic, printed and social media
- Facilitate the provision of local community information workshops, forums and seminars.
- Act as a conduit for information between community and Council
- Acquire relevant data to inform community priorities

Result: People and organisations are informed about opportunities, services and issues that affect them.

Population Indicator:

Indicator	Benchmark 2015	Target 2025
Percentage of respondent households satisfied with the information about what is going on in the District.	30 %	55 %

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Performance Indicators: From Community team annual report card

Indicator	Benchmark 2015	Target
Facebook page following	1789	≥ 1800
Monthly hits on Community page of Waimakariri District Council website	2800	≥ 3000
Number of community groups contributing to Chatter monthly community information newsletter each year	150	≥ 150

Goal 4: *Empower the community to identify and achieve its aspirations*

Objectives:

- Facilitate community engagement forums to enable all stakeholders to contribute to planning for community development, youth development and community safety.
- Facilitate and/or support community-led working parties to address priority areas in community development community safety, and youth development
- Support local community groups and networks in engaging with the wider community, Council, funders and Central Government
- Foster emerging leadership in the wider community
- Encourage and support community input into local, regional and national consultations.

Results:

- There are wide ranging opportunities for people to contribute to the decision making by local, regional and national organisations that affects our District."
- The community is empowered to work together to achieve its aspirations.

Performance Indicator: from Community Team annual report card

Indicator	Target 2025
Number of Community-led initiatives developed with support from the Community Team	Maintenance of ≥10 new initiatives per annum

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Appendix A: Background

Waimakariri – a growing district.

The Waimakariri District has a diverse population residing in the towns of Rangiora and Kaiapoi, several smaller, but developing urban communities in Woodend, Oxford and Pegasus and a number of rural, lifestyle, village and beach settlements.

In recent years, the district has experienced a rapidly growing population; with 2013 Census results confirming that Waimakariri is the third fastest growing district in New Zealand. *(Statistics New Zealand, (2013), Census.)*

The Waimakariri District Council Long Term Plan 2015 -2025 states that the District's population is forecast to grow from an estimated 55,000 people in June 2015 to an estimated 63,000 by June 2025. *(Waimakariri District Council, Draft Long Term Plan, 2015 - 2025)*

The Waimakariri District Council 'Change of Address' survey, 2013, showed that 59% of our new resident households had relocated from outside of the Waimakariri District and that 42% of those surveyed had relocated from Red-zoned properties. This increase in population has resulted in District growth across at least eight new subdivisions. This influx of new residents brings new population dynamics, and new ways of being.

Identified Community Need

The recent 'New Dwellings Survey, 2013/2014' indicated that of those in paid employment, over 60% travel outside of the District to work. This creates the potential that a significant proportion of our population focuses its recreation and service utilisation outside of the Waimakariri District. Survey results support this assumption, in that 40% of respondents were not currently involved in any local Community Groups.

The New Dwellings Survey report also detailed that of respondents who had moved from outside of the District 32% had found it difficult to get to know people. This is mirrored in the CERA Wellbeing Index report 2014, which refers to a lack of social connectedness as a significant issue for our communities.

The Waimakariri District Council Community Development survey, 2014 included questions about whether residents felt welcomed, supported, informed and connected. 42% of respondents said they feel "only a little" or "not at all" part of the community. Typical responses included:

- *"New to district since earthquakes, people aren't that friendly."*
- *"There are a few people involved in everything. Seems hard to get voice heard."*
- *"The community remains somewhat insular and hard to break into which is typical of small towns."*
- *"I do not like the tension between long-time residents and new arrivals. I have heard some long -time residents say that the community isn't what it used to be."*

Furthermore, when asked how well they knew their neighbours, 58% of respondents reported only knowing their neighbours "a little" or "not at all".

References:

Waimakariri District Council (2014) New Dwellings Survey

Waimakariri District Council (2014) Community Development Survey

CERA (2014) Wellbeing Survey

Ministry of Social Development. (2015.) Waimakariri Newcomer Profile

Waimakariri District Council, Draft Long Term Plan, 2015 – 2025

Statistics New Zealand, (2013), Census.

Appendix B: Waimakariri District Council Values

Our service promise to you:

We'll work with you and each other

- We'll listen to you
- We'll respect your point of view
- We'll always try to help you
- We'll take a team approach to getting things done
- We'll work in partnership with our community
- We'll enjoy our work
- We'll have fun

We'll keep you informed

- We'll communicate proactively and transparently
- We'll use plain, understandable language
- We'll identify what is fact and what is opinion
- We'll share information openly

We'll do better every day

- We take pride in ourselves and this Council
- We'll always try to find better ways of doing things
- We'll search for innovative and sustainable solutions
- We'll gladly accept changes that help us to do things better
- We'll use resources wisely

We'll take responsibility

- We're accountable for our actions
- We'll get things done
- We'll encourage leadership at all levels
- We'll encourage and allow people to act
- We'll always follow through
- We'll try to provide solutions to your problems

We'll act with integrity, honesty and trust

- We'll treat you with respect and dignity
- We'll do what we say
- We'll always be trustworthy and honest
- We'll always act ethically

Glossary

Vision: The ideal that we would like to see as a result of our work with the community.

Mission: What we are in the business of doing.

Goals: What we aim to achieve through our work.

Objectives: Broadly, how we aim to achieve these goals.

Results: The expected outcomes of the meeting of the objectives.

Population Indicators: Measure increase in connectedness and satisfaction with information experienced across the whole community.

Performance indicator: Measure of how well we did what we said we'd do.

Benchmark: A starting point. i.e. the picture in 2015.