



**AGENDA FOR A MEETING OF THE CULTURE AND COMMUNITY COMMITTEE  
TO BE HELD AT WAITAKERE CENTRAL, 6 HENDERSON VALLEY ROAD,  
HENDERSON, WAITAKERE, ON WEDNESDAY, 11 JUNE 2008  
COMMENCING AT 9.30 AM**

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**1 APOLOGIES**



**2 URGENT BUSINESS**

Section 46A(7) of the Local Government Official Information and Meetings Act 1987 provides that where an item of business is not on the agenda, it may only be dealt with at the meeting if:

- (i) the Committee by resolution so decides; and
- (ii) the Chairman has explained at the beginning of the meeting (when open to the public) that the item will be raised for discussion and decision, why the item is not on the agenda, and why it cannot be delayed until a subsequent meeting.

The Committee may make a decision on a matter determined to be urgent.

**NOTE:** Urgent Business need not be dealt with now and may be delayed until later in the meeting.



**3 CONFLICTS OF INTEREST**

The Council has acknowledged in its Code of Conduct that Elected Members need to be vigilant to stand aside from decision making when a conflict arises between their role as a member of the Council and any private or other external interest they might have. This note is provided as a reminder to members to check that no such conflicts arise in relation to any items on this agenda.



**4 CONFIRMATION OF MINUTES**

Meeting Minutes - Wednesday, 14 May 2008

**RECOMMENDATION**

It is recommended that the Culture and Community Committee resolve to:

**Receive** the minutes of the meeting of the Culture and Community Committee held on Wednesday, 14 May 2008, as circulated, and that they be taken as read and now be confirmed.



5 **MASSEY MATTERS PROJECT UPDATE AND STRATEGIC DIRECTION FOR 2008/2009**

**EXECUTIVE SUMMARY**

This report updates the Culture and Community Committee on progress with the Massey Matters Project and presents the general strategic direction for the project for the 2008/2009 year.

**RECOMMENDATIONS**

It is recommended that the Culture and Community Committee resolve to:

1. **Receive** the Massey Matters Project Update and Strategic Direction for 2008/2009 Report.
2. **Approve** the strategic direction for the Massey Matters Project for 2008/2009.

**BACKGROUND**

1. The Massey Matters Project was formally initiated by the Council in March 2006. The broad aim of the project is for the Council to work alongside the local community and other partners to develop a programme for long term, community driven, sustainable neighbourhood renewal and development in the Massey area. Given the size of Massey and the complexity of the project, this project has been initiated with a ten year timeframe.
2. There are two key platforms within the project:
  - Building and strengthening community activity, networks and sense of local identity and pride;
  - Improving the way Massey looks and feels and functions – e.g. public transport, walking and cycling connections, shops, community services and facilities, parks and recreation opportunities, the natural environment, more local jobs, etc.
3. In effect, Massey Matters has become something of an umbrella 'brand' for a range of community building projects happening across Massey at different levels and places (e.g. within neighbourhoods, schools, communities of interest, marae, etc). Massey Matters is not an entity that 'does' or controls things. Rather, the role of the project is to promote, network, broker, catalyse and assist Massey focused discussions and projects. Decision making and ownership lies with individual projects and project teams.
4. The 2006 Massey Community Inquiry asked local leaders to identify positive changes that could be expected in five years time if the Massey Matters project was successful. Key areas of visible changes indicated include:
  - Lots of local festivals and concerts;
  - Stories of positive changes in Massey;
  - More working and talking together;
  - Positive vibes compared to 5 years ago;
  - More people staying in Massey for work and play;
  - More club membership and participation
  - Migrants have meeting places of their own;
  - Improved public transport and connectivity within Massey;
  - A strong Massey identity;
  - A strong community "hub";

- A place known for its unique art and design.
5. Sitting alongside the Massey Matters vision, these medium term 'change' indicators have become key platforms in the development of the Massey Matters Project framework that was approved by the City Development Committee at its meeting on 5 October 2006 as follows:
- “1. *That the Framework for the “Building Community in Massey - Our Place, Our People” Project report be received.*
  2. *That the Framework for the "Building Community in Massey" Project as presented in the Agenda report be approved.*
  3. *That the priorities for the "Building Community in Massey" Project for 2006/2007 be endorsed as follows:*
    - *Promotion and understanding of the project within Massey;*
    - *Community brokers established and working with Massey organisations;*
    - *Massey community organisations participating in the Project and working together in new ways;*
    - *Celebrating the good things about Massey and reinforcing a pride of place and a growing sense of local identity.*
  4. *That an informal political liaison group comprising Massey Councillors and Massey Community Board Members be established to support staff in the development and implementation of the "Building Community in Massey" Project.*
  5. *That the City Development Committee endorses the nomination of Crs Flaunty, Chan and Cooper to be part of the political liaison group for the "Building Community in Massey" Project.*
- 1978/2006*
6. Massey Matters is ambitious, innovative and based as much on energy and opportunity as careful pre-planning. For this reason, collaboration, flexibility and responsiveness are key project principles, enabling the project to adapt and respond to change in an ongoing way.

## DECISION MAKING

7. Over the last year, there has been a growing interest and involvement in Massey Matters from within Massey itself e.g. many key leaders within Maori and Pacific communities, local schools, sports clubs, churches and local community organisations are now engaged. The year 2007 saw more collaborative 'talking' and working e.g. emergence of a new Massey Combined Christian Churches group who are working together on local community projects. Strong support for Massey Matters within Council also resulted in new local government initiatives being based in Massey e.g. Vector power box painting, School Travel Plan cluster in Massey West.
8. What follows below are some of the major Massey Matters achievements from the last twelve months:
- a. Continuation of a bi-monthly community forum process, with a core group of around 30 people regularly attending forums and regular email communication to a database of around 350 individuals and organisations. Massey Matters has now created a vehicle for Massey to talk and work together.

- A1-A2
- b. The second “Te Raa Mokopuna Day” was collaboratively organized and held on 29 March 2008 at Moire Park. The event attracted between 2000-3000 locals and was strongly supported by those attending – see attachment at pages A1 to A2 for email feedback received from local residents. The event is highly rated by stallholders and activity runners, with commitment from all those participating to help grow and strengthen the 2009 event which will be held on 28 March 2009.
- A3
- c. The Massey Matters Fund is established and well supported, with around \$50,000 invested in 36 community projects for 2006/2007 and 2007/2008. For the 2008 funding round, two representatives from the Massey Community Board (Members Fletcher and Carrodus) joined elected Massey Matters community representatives to jointly make decisions on what was funded (see A3 for Community Projects Fund recipients). This process was very successful and will likely be repeated again for the 2009 funding round.
- d. The Mayor’s Strategic Briefing for Massey Matters in April 2007 was attended by more than 60 people and involved both Council and community speakers. This has had a positive impact on the wider profile of the project both within the City and nationally. Tangible outcomes as a followup to this briefing included a new Pacific adult literacy programme in West Harbour based at Leataata o Tupulaga Preschool. Rather than a large scale briefing for 2008, a small number of philanthropic and government funding agencies have been invited to a ‘strengthening relationships’ workshop to be held on May 23rd at the Massey Rugby Club. A verbal update on outcomes from this session will be provided at today’s meeting.
- e. Formation of Active Massey and Active West Harbour –intersectoral action led by Sport Waitakere to get people in Massey more active.
- f. Massey Matters Community newsletter developed and delivered (August and December 2007, March 2008) to 8500 homes and businesses in Massey. Community organisations and local residents are main contributors of stories and content, with some business sponsorship also now included in the funding mix to help make the publication more sustainable.
- g. New part time community development positions to strengthen community engagement and action – a Tatou West Harbour Community Coordinator from August 2007 and a Massey Matters Community Development Coordinator from April 2008.
- A4-A11
- h. In collaboration with Violence Free Waitakere, development of the quarterly “Massey Marvels” community awards. These awards are aimed at recognising the small yet critical things that local people do to support others and help make Massey an even better place to live. Some background on the recipients of the inaugural awards presented at Te Raa Mokopuna Day by Massey’s local Member of Parliament Hon. Chris Carter (Minister of Education, Minister Responsible for the Education Review Office and Minister for Ethnic Affairs), are attached at pages A4 to A11.
- i. Establishment of the West Harbour Sustainable Neighbourhood Project (Tatou West Harbour) within the Massey Matters umbrella including:
- Strong leadership and participation from the West Harbour school and from local health, education and community organisations.
  - Local housing and sustainability research completed and a grant received from the Auckland Regional Council to undertake a low impact design storm water project in the area.
  - Ministry of Social Development resource for a new school/ community liaison worker based at the school.

- Draft action plan and local priorities developed for ongoing community discussion.
- Successful 'street talk' engagement process initiated resulting in positive neighbourhood interaction and follow up action e.g. residents joining neighbourhood support, participation in "Neat Street" clean ups alongside Keep Waitakere Beautiful, Tag out Trust and Neighbourhood Support. A major community clean up of the Manutewhau walkway is also planned for mid June.

### Massey Matters: Strategic Direction for 2008-2009

A12-A15

9. In February 2008, Massey Matters undertook an annual review of what has been achieved and where the project might head to for the next two years. A discussion paper was presented, attached at pages A12 to A15, on achievements and challenges highlighted three key areas for discussion and decision making:
- Timing and process around project governance;
  - Identification of priority areas and projects for 2008 and 2009;
  - Ongoing processes to support Massey Matters.

A16-A19

10. A copy of the forum notes are attached at pages A16 to A19. In summary, the group supported the general direction of Massey Matters and acknowledged the contribution that the project was making within the community. Recognising that Massey Matters is still in its establishment phase, the group indicated a desire for Massey Matters to remain 'organic' for the next twelve months rather than develop new formal governance structures at this point. It was felt that efforts would be better focusing on developing collaborative action in a few key areas and developing ways to engage local residents at a neighbourhood level.
11. Four new priority areas for Massey Matters were identified at the February Review Forum and confirmed at the Massey Matters April community forum held at Massey High School. New priority areas are:
- Early childhood education;
  - Family violence prevention;
  - Activities for youth;
  - Connecting residents in the streets where they live.
12. These priorities join with Te Raa Mokopuna Day, Active Massey, the Massey Matters fund and Tatou West Harbour to form the core ongoing work programme for Massey Matters as seen below:



13. The next step to advance new priority areas is the creation of project teams. In the early childhood education and family violence areas, network meetings have already been initiated to bring interested agencies and service providers together. Preliminary discussions are now underway to work out the best strategies for developing discussion and action on youth activities and a focus on connecting residents.
14. Another key outcome from the April 2008 Community Forum was the decision to establish a community based advisory group for the project. The advisory group was seen as an important new mechanism to guide and support the work of Massey Matters project staff. This group will not be a decision making group, with all major decisions continuing to be made by the wider Massey Matters community forum process.

A20-A21

15. In effect, the advisory group will act as a kind of 'transitional' governance body for Massey Matters. The intention is for the group to meet bimonthly, with the group comprising no more than 10 people. On the advice of an initial report attached at pages A20 to A21 and approved by the April Massey Matters Community Forum, membership will be formed by a process of self nomination and shoulder tapping, with the three community representatives elected previously joining with Council's management representative to form the initial nucleus of the group. Terms of reference for the Advisory Group are currently being drafted and will be brought to the Massey Community Board for endorsement, along with names of additional Advisory Group members once they are mandated by the upcoming Massey Matters Community Forum on 12 June 2008.

#### **Tatou West Harbour: Strategic Direction for 2008-2009**

16. An agency based stakeholders group continues to meet to support the West Harbour sustainable neighbourhood project on a bi-monthly basis. Key areas of focus and discussion for Tatou West Harbour moving forward include:
  - Parenting programmes and support for families;
  - Clean up of the Manutewhau Stream and Walkway;
  - Creation of a 'community hub' or base for community support services;
  - Liveable Streets: including local parks and walkways, rain gardens to improve storm water quality, strengthened neighbourhood support and street based 'clean up' initiatives;
  - Community safety; including road safety issues outside West Harbour School and the Moire Road Community Hall and Leataata Preschool at 91 Moire Road;
  - Activities for young people, including local recreation opportunities and employment pathways for young adults/school leavers in this area;
  - Sustainable households; working in collaboration with the Sustainable Homes programme led by Eco Matters Environment Trust;
  - Identifying and supporting local leadership.

#### **Issues**

17. While both Massey Matters and Tatou West Harbour continue to build alliances and networks at both grass roots and interagency levels, ongoing effort is still required to strengthen coordination and integration of Massey based issues, work programmes and initiatives across Council. Linking to the strategic directions for 2008/2009 noted above, key areas for further Council and Massey Community Board consideration and discussion include:

- Leisure, recreation and parks planning, playground upgrades, revegetation and maintenance programmes;
  - Sustainable transport planning and connectivity between Massey West and East; including pedestrian access to Westgate during the upcoming 3 ½ year construction period at the end of State Highway 16;
  - Community facilities planning, including upgrading of the Moire Road Hall and planning for an additional community house on the Massey East side;
  - Community safety; including family violence, youth, drug and alcohol issues, and crime and injury prevention through environmental design;
  - Events and communications support, including establishment of a community radio station.
18. Further reports will be brought back to the Culture and Community Committee on progress and planning around the above issues.

### **Consideration of Community Views**

19. Massey Matters and Tatou West Harbour are strongly linked into their local communities, with discussion on direction setting and implementation planning ongoing.

### **STRATEGIC CONTEXT**

20. Massey Matters is a flagship sustainable development project for the Council. It is providing major new opportunities for leading edge, community based, sustainable suburban development thinking and doing. This project can be clearly linked to all Waitakere City's community outcomes and impacts on all nine of Council's strategic platforms. In 2007/8 however, there have been three platforms where alignment has initially been strongest:
- Strong Communities: supporting the health and wellbeing of the city's residents, building community pride and local identity.
  - Active Democracy: people feeling that they can make a difference, resulting in high levels of community participation and respect for each other.
  - Urban and Rural Villages: ensuring people have choices in housing, transport, employment and recreation in their neighbourhoods and in the City's town centres.
21. As noted earlier, Massey Matters is committed to supporting and enhancing the ability of the various communities in Massey to create their own pathways to sustainable development. This is reflective of Agenda 21 which promotes community participation, involvement and ownership in both local issues and solutions. It is also consistent with the intent of the new Local Government Act (2002) which actively seeks to enhance local community participation in decision making.

### **CONSULTATION**

22. Massey Matters and Tatou West Harbour involve a wide range of residents and stakeholders who live, work or care about Massey and its future development. Massey Matters is based on the principles of collaboration, partnership and community empowerment, with stakeholder views and discussion forming the basis for the ongoing strategic development of the project.
23. Consultation meetings with both Te Kawerau a Maki and Ngati Whatua were held earlier in 2008 with both iwi supportive of the general project direction.

## RESOURCES

24. Council has signalled a significant commitment to the Massey Matters Project with ten year funding included in the Long Term Council Community Plan 2006-2016. A total of \$146,000 is committed in the draft Annual Plan 2008/2009, with funding broadly directed to the following activities:
- Community development coordination;
  - Strategic project leadership;
  - Contribution to 'Active Massey' – a core partnership with Sport Waitakere and other stakeholders;
  - Community forums;
  - Local events and projects such as the Massey Matters Community Newsletter;
  - An annual \$25,000 Massey Matters Community Projects Fund;
  - Evaluation.
25. Council's long term funding commitment has been key in attracting other external resources into Massey.

## IMPLEMENTATION ISSUES

26. Massey Matters project staff will continue to work with Council, local residents and other stakeholders to implement the strategic direction for Massey Matters moving forward. In terms of Council based services, facilities and programmes, the July meeting of Council's Massey Matters internal integration team will focus on forward planning and potential work programme alignment in preparation for Council's draft 2009/2010 Annual Plan.

Report prepared by: Tony Rea, Group Manager: Social and Cultural Strategy and Megan Courtney: Massey Matters Project Leader.



## 6 KELSTON/GLENDENE/SPAN FARM COMMUNITY DEVELOPMENT PROJECT

### GLOSSARY

Kelston/Glendene/Span Farm Community Development Project (the Project)

### EXECUTIVE SUMMARY

The purpose of this report is to update the Culture and Community Committee on the progress of the Kelston/Glendene/Span Farm Community Development Project (the Project).

This new initiative is the first phase of a community capacity building project in the Kelston, Glendene and Span Farm areas of the City. The initial focus will be on engaging with these communities and assisting them to identify the issues, needs and priorities that they consider to be the most important ones affecting the wellbeing of people in their community. The Project will also develop a set of strategies and actions with the community that will provide the basis for a community led approach to improving social wellbeing outcomes.

This report provides the Culture and Community Committee with an overview of the scope of the Project and a summary of the key focus areas.

### **RECOMMENDATION**

It is recommended that the Culture and Community Committee resolve to:

**Receive** the Kelston/Glendene/Span Farm Community Development Project report.

### **BACKGROUND**

1. Residents of Kelston and Glendene and members of the Kelston Community Trust have approached the Council on a number of occasions requesting support for new community facilities in Kelston. In addition, concerns have been raised about the living conditions of people at Span Farm and the lack of community facilities available for people in this area.
2. The Annual Plan 2007/2008 allocated resourcing of \$40,000 for assessing community needs in the Span Farm and Glendene areas and \$30,000 for undertaking a feasibility study in Kelston. After discussion with relevant Councillors and Community Board Members, a decision was made to combine the resourcing and undertake a community development study that would look thoroughly at a whole range of needs and priorities across this area of the City.
3. The Council has been involved in facilitating and supporting locality based community development projects in a number of areas. These include the Ranui Action Project, the McLaren Park/Henderson South Project and the Massey Matters Project. There is also a well established network of community houses which provide neighbourhood based hubs for community interaction and activities in most parts of Waitakere. The Kelston/Glendene/Span Farm areas have not been involved in a Council supported community development project and do not have a community house.

### **DECISION MAKING**

#### **Issues**

4. The Kelston/Glendene/Span Farm area comprises a very diverse cross section of the population in terms of age, ethnicity, household composition and wealth. There are many people living in these communities who are doing well, but there are also significant numbers of people who are not. A part of this area comprises one of the City's few communities rated as 9 on the Deprivation Index (10 being the most deprived) and has a high number of people on very low household incomes. (The Social Report 2006, "Left Behind" by the Child Poverty Action Group 2008 and 2006 census data).
5. At least 20% of people living in this area are experiencing issues and stress in relation to:
  - Housing affordability;
  - Not having enough money to live on;
  - Feeling valued and connected to their community;
  - Children being healthy and ready for school;
  - Feeling safe;
  - Youth successfully transitioning to adulthood.

6. It is well recognised that building strong and healthy families and communities require changes both within the current systems and in how a community uses its resources. Communities have a critical role to play in identifying conditions that must improve if all children, families and communities are to do well. They also need to be involved in making decisions and implementing strategies that will improve outcomes for children, families and all people in their community.
7. People need to be empowered at a local level to develop the capacity (skills, knowledge and confidence) to generate their own ideas about what their community needs in order to prosper. One of the main goals of this project is to equip the community to move in this direction. It will involve identifying and growing potential local leadership and include supporting a broad cross section of families and community members to ensure they are explicitly engaged as active and equal voices at all stages of the process.
8. This project has four key objectives:
  - (a) With the Kelston/Glendene/Span Farm community, gather and analyse information about who the community is, community priorities, assets, strengths, needs, and gaps in order to identify what community based strategies and actions are needed to improve wellbeing outcomes for the community.
  - (b) To identify, grow and develop individual and community capacity in the Kelston/Glendene/Farm areas so that local people are better enabled to drive community led initiatives and actions in this project and in the future.
  - (c) To provide a body of knowledge based on best evidence research and creative and innovative practice that will ensure the community is well informed about:
    - The underlying causes of particular social issues identified in the project;
    - Potential strategies and actions that could contribute to a community led approach for improving wellbeing outcomes.
  - (d) To provide an opportunity for the Council to learn about the impact of its decisions and services on the community and develop an improved understanding of how its decisions and actions could contribute to improved social wellbeing outcomes.
9. A comprehensive scoping brief has been developed for this project and the Council is currently seeking tender proposals from individuals or organisations that could deliver on the core components. It is recognised that a diverse combination of skills and expertise will be required for this project and it is likely that different people will be needed for the various aspects of the work, possibly a community development worker in conjunction with an academic research team.
10. Organisations tendering have been asked to describe how the project will be conducted within a community development/action research framework and outline how the capacity of the community will be enhanced as a result of their work. They have also been asked how they will focus the project on identifying actions that will improve conditions of wellbeing in an integrated manner across the four wellbeings. The successful tenderer will require a good understanding of sustainability principles and practice and the ability to access a variety of information on what works, as well as sound community development experience.
11. One of the primary purposes of this project is to work with the community to identify the potential options for building community capacity and improving wellbeing outcomes in the study area. It is anticipated that a variety of strategies and actions will be identified through the course of this study, some of which the Council could have a role in. At the present time, the Council does not have a comprehensive understanding of the communities' strengths, needs and gaps in

this part of the City. If this work is not done, there is a risk that services and amenities could be provided in a manner that is not integrated and not based on what people need or want.

### **Consideration of Community Views**

12. This project is being developed in response to community input and concerns. It is critical to the success of this project that a wide variety of voices from a broad cross section of the community are engaged. There is a particular emphasis in this project on reaching groups of people who may be marginalised and who don't normally engage.

### **STRATEGIC CONTEXT**

13. This project will contribute directly to planning for improvement of many of the community wellbeing outcomes identified in the Long Term Council Community Plan. Particularly relevant are the Strong Communities and Active Democracy Platforms as well as the First Call for Children and Lifelong Learning Priorities. In the Strong Communities Platform, the Council has already committed to a number of actions that will serve to ensure local services meet changing needs and respond to social wellbeing issues over time.

### **CONSULTATION**

14. A project team of Council officers from Strategy and from Leisure Services have overseen the development of the project brief and the scope of the project. There is a high level of support for and interest in this project. The project has also been discussed with Councillors and Community Board members with an interest in this part of the City. Some members of the Kelston Community Trust have been consulted informally and the project will be discussed with the Trustees at their next meeting.

### **RESOURCES**

15. The Annual Plan 2007/2008 has allocated resourcing of \$40,000 for assessing community needs in the Span Farm and Glendene areas and \$30,000 for undertaking a feasibility study in Kelston. This funding will be combined to undertake the Kelston/Glendene/Span Farm Community Development Project. Council officers' time from both Strategy and Leisure Services is also available to support this study.

### **IMPLEMENTATION ISSUES**

16. Provided the Council is able to contract an organisation with personnel possessing the right skill set to complete this work, there should not be any issues with regard to implementation of this first stage.

Report prepared by: Sue Dodds: Team Leader: Social Development.

