

## **MASSEY MATTERS PROJECT UPDATE AND STRATEGIC DIRECTION FOR 2008/9**

### **Massey Community Board**

#### **EXECUTIVE SUMMARY**

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

#### **RECOMMENDATIONS:**

1. **Receive** the Massey Matters Update Report.
2. **Approve** the strategic direction for the Massey Matters Project for the 2008-2009 period.

#### **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 – eg. 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 (eg. 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 Council in October 2006 (Minute: 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 eg. many key leaders within Maori, Pacific, local schools, sports clubs, churches and local community organisations are now engaged. 2007 saw more collaborative ‘talking’ and working eg. emergence of 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 eg. 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:
- Continuation of a bimonthly 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.
  - The second “Te Raa Mokopuna Day” was collaboratively organized and held on March 29<sup>th</sup> 2008 at Moire Park. The event attracted between 2000-3000 locals and was strongly supported by those attending – see **AXX** 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 March 28<sup>th</sup> 2009.
  - The Massey Matters Fund established and well supported, with around \$50,000 invested in 36 community projects for 2007 and 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 **BXX** for Community Projects Fund recipients). This process was very successful and will likely be repeated again for the 2009 funding round.
  - The Mayor’s Strategic Briefing for Massey Matters in April 2007 was attended by 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 follow ups 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 30<sup>th</sup> at the Massey Rugby Club. A verbal update on outcomes from this session will be provided at tonight's meeting.

- Formation of Active Massey and Active West Harbour –intersectoral action led by Sport Waitakere to get people in Massey more active.
- 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.
- 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.
- 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 **CXX**.
- Establishment of 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 eg. 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**

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 **DXX**) 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
10. A copy of the forum notes are attached at **EXX**. 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:

1. Early childhood education
2. Family violence prevention
3. Activities for youth
4. Connecting residents in the streets where they live

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:



12. 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 in the youth activities and connecting residents areas also.
13. 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.
14. 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 prepared by Project Consultant Tony Mayow (attached as **FXX**) and approved by the April Massey Matters Community Forum, membership will be formed by a process of self nomination and shoulder tapping, with previously elected community

representatives Craig Harris, Gayleen Maurice and Barbara Guy, joining with Council's representative Tony Rea to form the initial nucleus of the group. A terms of reference for the Advisory Group is currently being drafted and will be brought to the Community Board for endorsement, along with names of additional Advisory Group members once they are mandated by the upcoming Massey Matters Community Forum on June 12<sup>th</sup>.

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

15. 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**

16. 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 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.
17. Further reports will be brought back to the Community Board on progress and planning around the above issues.

### **Consideration of Community Views**

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

## STRATEGIC CONTEXT

19. 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:
- a) Strong communities: supporting the health and wellbeing of the city's residents, building community pride and local identity.
  - b) Active democracy: people feeling that they can make a difference, resulting in high levels of community participation and respect for each other.
  - c) Urban and rural villages: ensuring people have choices in housing, transport, employment and recreation in their neighbourhoods and in the City's town centres.
20. 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

21. 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.
22. 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

23. 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
24. Council's long term funding commitment has been key in attracting other external resources into Massey.

**IMPLEMENTATION ISSUES**

25. 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.

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