



SAFE
COMMUNITIES
ASHBURTON DISTRICT

2022-2023

BUSINESS CASE AND BUSINESS PLAN



SAFE
COMMUNITIES
ASHBURTON DISTRICT



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SAFE COMMUNITIES ASHBURTON DISTRICT VISION:

“Ashburton District, our place, a safe place to live, work and play, free from preventable injury and violence”

Who doesn't want to live in a safe community?

- In a safe community homes, roads, public spaces and the workplace are safe, for everyone to enjoy
- Community safety is important to the people of Ashburton District – satisfaction with Council's role in helping keep the community safe has been consistently high since 2017
- A safe community encourages people and families to move to the District and stay, and contributes to attracting and retaining workers to fill gaps in the Ashburton District labour market

Ashburton District is already “safe”, but it can be safer:

- District data tells us that falls in older people, leading to both fatal and non-fatal injury, family harm, road crashes, and theft and burglary are of particular concern for Ashburton District

The Safe Communities Model is proven and it works to reduce injury rates

- In Ashburton District 27 agencies have committed to work together to find solutions for local community safety concerns
- Collaboration generates a collective “weight” to identifying and responding to pressing community concerns
 - *“alone we can do so little, together we can do so much”*
- The Safe Communities model commenced in New Zealand in 2004 and is currently operational in 20 territorial authorities across New Zealand.
- While the Safe Communities Foundation of New Zealand ceased to exist as of December, 2021 due to funding issues, work is underway to create a new national body to continue and expand its work
- Communities which have adopted the model report reduced injury rates in road safety, falls, safer public places, reduced alcohol-related harm and overall violence prevention over time, as they work collaboratively to create solutions.

- Robust evaluation requirements mean that the Safe Communities model can demonstrate the value and impact of initiatives
- The success of the model has been proven to depend upon the employment of a skilled co-ordinator

Safe Communities Ashburton District Contributes to Council's Vision "The District of Choice for Lifestyle and Opportunity", to Community Well-being and to social/welfare recovery in COVID-19 times

- There is a natural fit between the Safe Communities model and Council's Community Outcomes, which outline how Ashburton District Council seeks to make a difference to residents' lives (see pages 9-12)
- The Safe Communities model contributes to the social, economic, environmental, and cultural well-being of Ashburton District, working towards a safe, vibrant community; economic prosperity as people want to live, work and play in a "safe" Ashburton District; the design of safe environments for people to live, work and recreate in and a community welcoming of cultural diversity.
- The implementation of the 2022-2023 Business Plan formalises the Council's commitment to working with Safer Mid Canterbury to create the safest possible environments for those who live, work and play in Ashburton District.

2022-2023 BUSINESS PLAN

- Council funding enables the employment of a part-time Safe Communities Co-ordinator, to work with a number of agency collaborations to develop key legacy projects for the District.
- Key achievements over 2021-2022 (which will continue and be included in the 2022-2023 Business Plan) included:
 - The development of the Mid Canterbury Connector community transport service, to bring people living in the more rural/remote areas of the District Research into Ashburton Township for medical appointments, seeing friends and family, accessing government departments and social services, doing business with Council, etc. The service moved to an on demand model as from October, 2021, operating 5 days a week, Monday to Friday. The Mid Canterbury Community Vehicle Trust was established and held its first AGM on 23 November, 2021. Numbers using the service continue to be affected by Covid-19

- In response to a decrease in numbers attending classes after the 2021 lockdown, the Falls Prevention Network published a feature page in the Ashburton Courier in November, 2021, promoting strength and balance classes around the District and a "success story" of an older lady regaining her mobility via exercise classes at the EA Networks Centre
- The Caring for Communities welfare recovery group ceased operating with a welfare focus in November, 2021 and in 2022-2023 will look at the need (or not) to transition into a wellbeing focused group, looking at community wellbeing Issues such as the lack of social/emergency housing
- A campaign on motorcycle safety was undertaken in both local newspapers in October, 2021, as part of the national Motor Cycle Awareness Month. This was a partnership between ACC, Ashburton District Council and Safe Communities
- A new local campaign on raising community awareness around home and vehicle theft and theft of tradies' tools was undertaken in November/December, 2021. This was a partnership between Mid Canterbury Neighbourhood Support, Police and Safe Communities
- Parenting needs and possible needs/gaps in services were researched in December, 2021 by a collaboration of Ashburton Community Alcohol and Drug Service (ACADS), Waitaha Health, Plunket, SEEDS (Safer Mid Canterbury), Community and Public Health, Hakatere Marae and Safe Communities
- No Safety Village was able to take place, as the A and P Show moved to a non-spectator Show due to Covid-19 restrictions

New Initiatives for 2022-2023 Include (see detailed Business Plan, Appendix 2):

- Promotion of national water safety Initiatives focusing on reducing the incidence of drowning, in partnership with Water Safety New Zealand, Council and other agencies with an interest in water safety
- A possible collaboration on workplace wellbeing, particularly in the face of workforce shortages and stress on existing workforces due to the Impacts of Covid-19 (Council, Lives Worth Living Programme, Citizens Advice Bureau, Safe Communities)
- Actioning any safety Initiatives as a result of the District Parenting Needs research
- A ski safety programme for schools, In partnership with Mt Hutt and Selwyn District ski fields and ACC
- A campaign on scams and how to avoid them (Mid Canterbury Neighbourhood Support, Citizens Advice Bureau, Police, Safe Communities)

- A campaign targeting 20-29 year olds, driving standards and alcohol-related crashes (Road Safety Co-ordinating Committee, ACADS, Fire and Emergency NZ, Safe Communities)
- Working with the Council to explore the development of an off-road cycle track, where children can learn to ride bikes/scooters and learn road rules (mini stop signs, pedestrian crossings, etc), a partnership between Council, ACC and Safe Communities)

INVESTMENT

ACC is a partnership funder for the Safe Communities project, providing \$15,000 per annum for a five-year contractual period. The 2022-2023 financial year will be the fourth year of ACC contribution towards the project.

We are therefore seeking \$36,082 from the Ashburton District Council to achieve the 2022-2023 Safe Communities Ashburton District Business Plan.



What are Safe Communities?

A safe community is a place that is attractive to live in, work in and visit. A safe community is a liveable community, where people can go about their daily activities in an environment without fear, risk of harm or injury. Homes, roads, public spaces and the workplace are safe for everyone to enjoy.

Community safety is not only about reducing and preventing injury and violence. It is about building strong, cohesive and vibrant communities, where people take pride in their community and are aware of community safety and how to look after themselves and others.

The majority of community-based injuries and accidents are preventable and predictable (for example, falls in the home).

The Safe Communities Model

The Safe Communities model, based on international safety standards, is recommended as an effective approach to community safety by the World Health Organisation (WHO).

Unfortunately the Safe Communities Foundation of New Zealand ceased operating as of December, 2021 due to funding issues. However the value of the work undertaken by the Foundation has been recognised and work is underway to develop a replacement body, which will incorporate and grow the value of having a national safety-focused agency.

The Safe Communities model is based on collaboration, bringing together a wide range of agencies involved in all aspects of community safety to generate a “collective weight” to identifying and responding to pressing local community issues and solutions.

Currently there are 20 accredited Safe Communities in New Zealand. Just over 70% of New Zealanders live in an accredited Safe Community.

Safe Communities Ashburton District was accredited as a Safe Community in May, 2019 and brings together a unique collaboration, with 27 agencies involved in a wide range of community safety activities, some of whom have not collaborated together before, meeting monthly to discuss community safety issues in an open and positive environment. For example, first response agencies like St John and Fire and Emergency NZ, are sitting alongside social service agencies such as Presbyterian Support and learning about their services, many of which are relevant to the people these first responders are dealing with when they visit their homes.

The model is “bottom up” driven, seeking and responding to local community safety issues as they arise. It creates an infrastructure in local

communities to increase action by building local partnerships and collaborative relationships. The collaboration builds critical mass and credibility and has increased impact and reach – one message across many voices leads to continuity of messages and interventions and reduced duplication.

In other areas around New Zealand where the Safe Communities model has been operating for a number of years, collaborative groups report that working together has created a platform for high-level strategic governance that is a driver to create on-the-ground action and deliver programmes. These groups are powerful advocates for community safety in their local communities.

Safe Communities have robust evaluation requirements, meaning that they can demonstrate the value and impact of initiatives, potentially improving opportunities for funding from central government, charities and other external funders.

Ashburton District is “safe”, but it could be “safer”

- 2016 – 17 fatal injuries – 5/17 were due to a fall; 5 (29.4%) were aged 60 years or older, down from 9(52.9%) the previous year; above national rates
- 2018 - 394 hospital discharges due to injury, up from 384 the previous year; 46% due to a fall; 47/394 were people aged 65 to 74 years and 102/394 were people aged 75 years plus
- 2021- 2 fatal and 4 serious road crashes, down from 19 in 2020; alcohol is the top cause of death and seriously injured crashes and drivers 20-29 the dominant age group (39%) contributing to alcohol-related crashes.
- Year to March, 2020 -97 victimisations for assault by a family member, up from 44 in 2019
- Year ended 31 March, 2020– 776 crime victimisations, down from 956 the previous year; 85% of reported crimes were theft and related offences, compared to 90% the previous year
- Unintentional injury to children – 2019- ACC received 2,153 injury claims for children under 15 years; the most common sports injury for children 5-14 years is skiing/snowboarding (127 injuries in 2019)
- Family harm is an ongoing issue in our District
- Workplace wellbeing in the face of Covid-19 and workforce shortages are of concern

Ashburton District residents want a safe community

- 88% of 2021 respondents (89% in 2020) were satisfied with Council's role in helping keep the community safe through the provision of CCTV, street lighting, tree-trimming, liquor licensing, building inspection, food safety, road safety initiatives and an annual grant to Safer Mid Canterbury (2020/21 Annual Residents Survey).
- Satisfaction with Council's role in helping keep the community safe has been consistently high since 2017

Why should Council continue to be involved?

Council funding enables the employment of a part-time Safe Communities Co-ordinator, to work with a number of agency collaborations to develop key legacy projects for the District. Key achievements over 2021-2022 (which will be continued and included in the 2022-2023 Business Plan) included:

- The development of the Mid Canterbury Connector community transport service, to bring people living in the more rural/remote areas of the District Research into Ashburton Township for medical appointments, seeing friends and family, accessing government departments and social services, doing business with Council, etc. The service moved to an on demand model as from October, 2021, operating 5 days a week, Monday to Friday. The Mid Canterbury Community Vehicle Trust was established and held its first AGM on 23 November, 2021. Passenger numbers continue to be impacted by Covid-19
- Following a decrease in numbers attending strength and balance classes after the 2021 lockdown, the Falls Prevention Network undertook a newspaper promotion on strength and balance classes and featured a "success story" of an older lady regaining mobility at exercise classes at the EA Networks Centre
- The Caring for Communities welfare recovery group ceased operating with a welfare focus in November, 2021 and in 2022-2023 will look at the need (or not) to transition into a wellbeing-focussed group, looking at community issues such as the lack of social/emergency housing
- A campaign on motor cycle safety was undertaken in both local newspapers in October, 2021, as part of the national Motor Cycle Awareness Month
- A new local campaign on raising community awareness around home and vehicle theft and theft of tradies' tools was undertaken in November/December, 2021
- Parenting needs and possible gaps in services were researched in December, 2021

- No Safety Village was able to take place, as the A and P Show moved to a non-spectator Show due to Covid-19 restrictions

New Initiatives for 2022-2023 include (see detailed Business Plan, Appendix 2):

- Promotion of national water safety Initiatives to reduce the Incidence of drowning, in partnership with Water Safety New Zealand, Council and other water safety agencies, Safe Communities)
- A possible collaboration on workplace wellbeing, particularly in the face of workforce shortages due to the Impacts of Covid-19 (Council, Lives Worth Living Programme, Citizens Advice Bureau, Safe Communities))
- Actioning any safety Initiatives as a result of the District Parenting Needs research
- A ski safety programme for schools, In partnership with Mt Hutt and Selwyn District skifields and ACC
- A campaign on scams and how to avoid them (Mid Canterbury Neighbourhood Support, Police, CAB, Safe Communities)
- A campaign targetting 20-29 year olds, driving standards and alcohol-related crashes (Road Safety Co-ordinating Committee, ACADS, Fire and Emergency NZ, Safe Communities)
- Working with the Council and ACC to explore the development of an off-road cycle track, where children can learn to ride bikes/scooters and learn road rules (mini stop signs, pedestrian crossings, etc)

The Safe Communities Steering Group of 27 agencies meets bi-monthly and is chaired by an Ashburton District Council representative, Deputy Mayor and Councillor Liz McMillan. Agencies are now seeing the benefits of working together, with the establishment of a number of Working Groups to develop the projects listed above. These projects will make a significant difference to residents' safety and become ongoing, independent "legacy" projects for the District, some with their own legal and operational structures.

There is a natural fit between the Safe Communities model and the Council's Community Outcomes and community well-beings, which outline how Ashburton District Council seeks to make a difference to residents' lives well beyond simply providing "core services". The Safe Communities Ashburton District project contributes to all four well-beings (social, economic, environmental and cultural) by working towards a safe, vibrant community; economic prosperity as people want to live, work and play in a "safe" Ashburton District; the design of safe environments for people to live, work and recreate in and a community welcoming of cultural diversity.

Funding the implementation of the 2022-2023 Business Plan formalises Ashburton District Council's commitment to working with Safer Mid Canterbury and ACC to create the safest possible environments for those who live in, work in or visit Ashburton District.



ASHBURTON DISTRICT COUNCIL VISION: THE DISTRICT OF CHOICE FOR LIFESTYLE AND OPPORTUNITY

| COMMUNITY OUTCOME | SAFE COMMUNITIES CONTRIBUTION |
|--|--|
| Residents are included and have a voice | The Safe Communities model seeks “bottom up” feedback from the community on safety issues and concerns, using a number of methods, and shares this with key partners so that collaborative solutions can be found. |
| A district of great spaces and places | A Safe Community creates attractive, vibrant environments. Accreditation is a tangible demonstration that Ashburton District is a safe, desirable place to live, visit and do business. |
| A prosperous economy based on innovation and opportunity | People and families want to live in a Safe Community. Safe Communities contribute to a stable workforce, allowing the District’s economy to thrive. |



2022-2023 BUSINESS PLAN

Following a rigorous analysis of injury and crime data, national, regional and local strategies and policies, community feedback and feedback from community safety agencies, a Five Year Safe Communities Ashburton District Strategic Plan (2019-2024) was developed. The 2022-2023 Business Plan will be the fourth year of the implementation of the Strategic Plan and will allow projects commenced in the 2021-20212 Business Plan to continue and the development of new projects to meet identified community safety issues and concerns. Safe Communities Ashburton District will take the leadership role for a number of projects, while others will be led by other agencies which are part of the Safe Communities Ashburton District collaboration or by other networks such as the Road Safety Co-ordinating Committee.

Delivering the Business Plan

All accredited Safe Communities have a paid co-ordinator, most contracted/employed on a part-time basis. The role is fundamental to the success of Safe Communities, transcending organisational boundaries and actively promoting partnerships and collaboration. Key elements in the role include: strategic planning, relationship management, interagency networking and collaboration, data analysis and reporting and project planning and delivery. The co-ordination role brings an added dimension to the identification of complex issues/problems, reaching across multiple agencies and sectors to link them together to create solutions. Ultimately this avoids multi-faceted approaches and potential duplication. The Safe Community Foundation of New Zealand commented on the Ashburton project that “....*the ability of the Safe Communities Co-ordinator to be the connector and catalyst for change will be a key pivotal component moving forward*”. Without this co-ordination role the Safe Communities Ashburton District initiative will have significant difficulty meeting its objectives, as delivery of the project work contained in the 2022-2023 Business Plan is not within the capacity of existing Safer Mid Canterbury staffing.

Safer Mid Canterbury Leadership Role

The Safe Communities Co-ordinator position and the Safe Communities project is well placed within Safer Mid Canterbury, which is recognised by Ashburton District Council as the lead agency to deliver the Safe Communities model.

INVESTMENT: 2022-2023

Delivery of the 2022-2023 Safe Communities Ashburton District Business Plan is budgeted to cost \$51,082 annually (subject to yearly inflation). The cost breakdown for the project over the coming year is:

| INCOME | 2022/2023 |
|-----------------------------------|------------------|
| Ashburton District Council | \$36,082 |
| Accident Compensation Corporation | \$15,000 |
| TOTAL | \$51,082 |

| EXPENDITURE | |
|-----------------------------------|-----------------|
| Salary and associated staff costs | \$32,164 |
| Overheads | \$5,500 |
| Project resources | \$2,932 |
| Direct project delivery costs | \$10,486 |
| TOTAL | \$51,082 |

ACC will provide partnership funding of \$15,000 towards the project for the fourth year of its 5-year contractual period.

MONITORING AND REPORTING

As the host organisation, Safer Mid Canterbury will report six monthly and annually to the Ashburton District Council on achieving the Business Plan, and six monthly and annually to ACC.

1. SAFE COMMUNITIES ASHBURTON DISTRICT – PARTNER AGENCIES

1. ACC
2. Age Concern Ashburton
3. Ara Institute of Canterbury
4. Ashburton College
5. Ashburton Community Alcohol and Drug Service (ACADS)
6. Ashburton District Council
7. Ashburton District Neighbourhood Support Inc.
8. Ashburton Ministers' Association
9. Ashburton Town Watch Society Inc.
10. CCS Disability Action
11. Department of Corrections
12. Fire and Emergency NZ (FENZ)
13. Hakatere Marae
14. Mid Canterbury Principals' Association
15. Mid Canterbury Provincial Rural Women New Zealand
16. New Zealand Police
17. Oranga Tamariki Ministry for Children
18. Presbyterian Support Ashburton
19. Rakaia Community Association
20. Red Cross
21. Rural Support Trust Mid Canterbury
22. Safer Mid Canterbury
23. Sport Canterbury
24. St John
25. Waitaha Primary Health
26. Work and Income/Ministry of Social Development
27. YMCA Mid Canterbury

SAFE COMMUNITIES ASHBURTON DISTRICT

- **STRATEGIC PLAN 2019-2024**
- **BUSINESS PLAN 2022-2023**

VISION – Ashburton District, our place, a safe place to live, work and play, free from preventable injury and harm

MISSION:

- to collaborate to achieve a safer Ashburton District
- to empower Ashburton District residents to feel safe and to know how to be safe

PRINCIPLES AND VALUES: SAFE COMMUNITIES ASHBURTON DISTRICT STEERING GROUP

- Collaboration – working together will create positive change - one message, many voices
- Sharing of skills, resources, information, ideas and experience will increase community safety in Ashburton District
- A safe and injury-free community to live in is achievable; injuries are preventable
- We are champions of community safety in the District
- We empower Ashburton District residents to know how to keep themselves safe
- Honesty, respect and integrity guide the work of the Steering Group

THE ASHBURTON DISTRICT SAFETY PICTURE: KEY FACTS

- Population 35,950
- 2016 – 17 fatal injuries – 5/17 were due to a fall; 5 (29.4%) were aged 60 years or older, down from 9(52.9%) the previous year; above national rates
- 2018 - 394 hospital discharges due to injury, up from 384 the previous year; 46% due to a fall; 47/394 were people aged 65 to 74 years and 102/394 were people aged 75 years plus
- 2021- 2 fatal and 4 serious road crashes, down from 19 in 2020; alcohol is the top cause of death and seriously injured crashes and drivers 20-29 the dominant age group (39%) contributing to alcohol-related crashes.
- Year to March, 2020 -97 victimisations for assault by a family member, up from 44 in 2019

- Year ended 31 March, 2020– 776 crime victimisations, down from 956 the previous year; 85% of reported crimes were theft and related offences, compared to 90% the previous year
- Unintentional injury to children – 2019- ACC received 2,153 injury claims for children under 15 years; the most common sports injury for children 5-14 years is skiing/snowboarding (127 injuries in 2019)
- Family harm is an ongoing issue in our District
- Workplace wellbeing in the face of Covid-19 and workforce shortages are of concern

WHAT THE COMMUNITY SAYS

- 88% of 2021 respondents (89% in 2020) were satisfied with Council’s role in helping keep the community safe through the provision of CCTV, street lighting, tree-trimming, liquor licensing, building inspection, food safety, road safety initiatives and an annual grant to Safer Mid Canterbury (2020/21 Annual Residents Survey).
- Satisfaction with Council’s role in helping keep the community safe has been consistently high since 2017

WHAT’S IMPORTANT TO US?

- Rural Safety
- Road Safety
- Falls in Older People
- Harm Reduction/Prevention (Family harm; suicide prevention))
- Alcohol and Drugs and Community Safety (Early intervention/prevention)
- The Environment (built; natural)
- Community and Social Wellbeing

SAFE COMMUNITIES ASHBURTON DISTRICT STRATEGIC PLAN 2019-2024

(note areas in **RED** denote a new focus in response to national safety issues – Covid-19; Summer drowning statistics)

Goal 1: Collaboration – we work together to improve community safety

| Priorities | Responsible | What we will do |
|--|----------------------------|--|
| The Safer Communities Ashburton District Steering Group is a vibrant and achieving collaboration | SCAD Steering Group | <p>Meet bi-monthly, with demonstrated commitment by partner agencies to the Safe Communities model through sharing of information, skills and resources and the establishment of multi-agency collaborations to address complex community safety issues</p> <p>Deliver the 2019-2024 Strategic Plan, the 2022-2023 Business Plan and the Communications Plan</p> <p>Undertake an annual planning session (January) to seek wide feedback on future directions/priorities, as part of setting the annual Business Plan</p> <p>Review and develop the Business Plan annually, utilising community feedback; data; best practice research and international/national/local policies and strategies</p> <p>Advocate for community safety at local and central government levels</p> <p>Report annually to funders on achievements and community safety issues/concerns</p> |

Goal 2: People in Ashburton District know how to keep themselves safe

| Priorities | Responsible | What we will do |
|---|---|---|
| Increase awareness of community safety by making information readily available and accessible | Mid Canterbury Citizens Advice Bureau/ SCAD/agencies | Deliver initiatives in the SCAD Communications Plan |

| | | |
|---|--|--|
| <p>Positive parenting – ensure parents and caregivers in Ashburton District are capable and confident carers, giving our children and young people the best start in life</p> | <p>providing information to the public</p> <p>SCAD/parenting agencies</p> | <p>Work with relevant agencies to ensure the District has good quality, up to date, information which is readily available and well utilised by the public</p> <p>Develop a collaboration of agencies offering parenting support</p> <p>Publicise programmes to ensure parents are aware of services</p> <p>Where appropriate, advocate for gaps in services</p> |
|---|--|--|

Goal 3: Ashburton District’s Rural Communities are well supported

| Priorities | Responsible | What will we do |
|---|--|--|
| <p>Support initiatives which help to reduce social isolation and injury</p> | <p>SCAD/rural support agencies</p> | <p>Work with rural support agencies to develop initiatives to reduce social isolation/increase personal safety</p> |
| <p>Support the District community transport service</p> | <p>Mid Canterbury Community Vehicle Trust/ECAN/SCAD</p> | <p>Seek to reduce social isolation by supporting the District community transport service and other public transport opportunities</p> |

Goal 4: Ashburton District’s older residents are aware of ways to prevent falls

| Priorities | Responsible | What we will do |
|---|--|---|
| <p>Work collaboratively with agencies involved in falls prevention/education and safety in the home</p> | <p>Sport Canterbury/ Age Concern Ashburton/Presbyterian Support/Elder Care Canterbury/ACC/agencies involved in falls prevention/education/home safety/ SCAD</p> | <p>The Falls Prevention Network collaborates on falls prevention/education and home safety and promotes community strength and balance programmes to reduce harm from falls</p> |

Goal 5: Ashburton District’s roads experience no serious crashes or fatalities

| Priorities | Responsible | What we will do |
|---|---|--|
| Continue to reduce fatal and serious crashes, with a focus on the top crash causes – speed, intersections, young drivers, alcohol and drugs | Ashburton District Road Safety Co-ordinating Committee/ Ashburton Community Alcohol and Drug Service (ACADS) | Support the implementation of the Ashburton District Road Safety Plan. Contribute to initiatives as appropriate |

Goal 6: People in Ashburton District are free from harm

| Priorities | Responsible | What we will do |
|--|--|--|
| Support programmes that reduce family harm | Ashburton Safe Families Network/SCAD | Work with agencies involved in delivering services for victims and perpetrators to reduce the incidence of family harm in the District |
| Support services that assist to reduce suicide rates | Lives Worth Living Programme/Mid Canterbury Suicide Prevention Network/SCAD | Support the implementation of the Mid Canterbury Suicide Prevention Strategy and Action Plan |
| Support national and local water safety initiatives | Water Safety NZ/EA Networks Centre/SCAD/other agencies involved in water safety/learn to swim | Publicise national and local awareness campaigns |
| Support workplace wellbeing initiatives, particularly in light of Covid-19 and its impact on the workforce | Ashburton District Council Economic Development/Lives Worth Living Programme/Mid Canterbury Citizens Advice Bureau/Rural Support Trust/SCAD/ other agencies involved in workplace wellbeing | Publicise national and local workplace wellbeing and anti-bullying campaigns |

Goal 7: Ashburton District experiences high levels of community and social wellbeing

| Priorities | Responsible | What we will do |
|---|---|---|
| Explore the need for the establishment of a separate Caring for Communities Wellbeing Group | Caring for Communities Wellbeing Group/ SCAD | Explore the need for the development of a separate group to focus on wellbeing initiatives such as social/emergency housing |

SAFE COMMUNITIES ASHBURTON DISTRICT BUSINESS PLAN 2022-2023

NOTE: Projects in RED denote new programmes for 2022-2023

| Goal | Actions | Timeframe | Lead Agency | How we measure success |
|--|---|----------------------|--|--|
| Everyone works together to improve community safety – collaboration | The Safe Communities Ashburton District Steering Group meets regularly to share information and work together on addressing community safety issues and promoting community safety | Bi-monthly – ongoing | Safe Communities Co-ordinator/ Safe Communities Ashburton District Steering Group | Attendance by organisations at Steering Group meetings |
| | New members are well briefed about the Safe Communities model, the Steering Group and its work | Ongoing | Chair/Safe Communities Co-ordinator | Number of multiple agency collaborations to improve community safety |
| | Steering Group partners and the Ashburton District Council receive regular information on potential legislative changes, national and international community safety research on best practice and new data on injury, crime, road crashes, etc as this becomes available | Ongoing | Safe Communities Co-ordinator | |

| | | | | |
|---|--|---|---|---|
| <p>People in Ashburton District know how to keep themselves safe/ safety promotion</p> | <p>“Safety Village” concept – in light of Covid-19 restrictions on public gatherings, look for other opportunities to promote safety messages, eg via smaller scale “pop-ups”, online forums, etc</p> <p>Regularly contribute safety information/promotions to the Safer Mid Canterbury Facebook page.</p> <p>Monthly column in the Ashburton Courier newspaper promoting key safety messages.</p> <p>Share information on partner agency Facebook and website pages</p> <p>Work with the Mid Canterbury Citizens Advice Bureau to develop community information resources</p> <p>Action any relevant safety initiatives from the District Parenting Needs research</p> <p>Explore the safety needs of at risk populations – for example, Maori; migrants and newcomers; children and youth</p> <ul style="list-style-type: none"> Children – reduce the incidence and severity of unintentional home-based injuries to children, | <p>Ongoing</p> <p>Monthly</p> <p>Ongoing</p> <p>Ongoing/as required</p> <p>TBC</p> <p>Monthly community sessions for parents and children</p> | <p>Safe Communities Co-ordinator/ interested agencies</p> <p>Safe Communities Co-ordinator</p> <p>Safe Communities Co-ordinator/SCAD agencies All</p> <p>Safe Communities Co-ordinator/Mid Canterbury CAB</p> <p>Parenting Working Group (ACADS; SEEDS; Waitaha; Community and Public Health; Plunket; Hakatere Marae; SCAD)</p> <p>SCAD/relevant agencies SCAD/Plunket/ACC/parenting agencies</p> | <p>Community resources developed (eg parenting services directory)</p> <p>TBC</p> <p>10 x monthly sessions run</p> <p>Parents/caregivers improving home safety as a result of receiving information</p> |
|---|--|---|---|---|

| | | | | |
|--|--|---------|--|--|
| | <p>utilising the Safekids Toolkit and other resources</p> <ul style="list-style-type: none"> Children/young people 5-14 years – develop possible ski safety programme for schools in partnership with Selwyn District skifields | TBC | ACC/Selwyn District Council Tourism/local schools/SCAD | TBC |
| Ashburton District's Rural Communities are well supported | Explore ways to reduce social isolation in the more rural areas of the District, by providing a community transport option to bring people into Ashburton Township for medical/dental appointments, seeing family and friends, etc | Ongoing | <p>Mid Canterbury Community Vehicle Trust/ECAN/SCAD</p> <p>ECAN/Ashburton District Council/SCAD</p> | <p>Number of passengers</p> <p>Number of volunteer drivers/driver hours</p> <p>Passenger/volunteer driver feedback</p> <p>Community feedback via an annual survey</p> <p>Explore the MyWay public transport service as another option to reduce social isolation in Ashburton District</p> |

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| <p>Ashburton District's older residents are aware of ways to prevent falls</p> | <p>Promote falls prevention messages, strength and balance classes and home safety via an annual campaign; awareness forums and involvement bi-annually in the Age Concern Ashburton Positive Ageing Expo</p> | <p>Ongoing</p> | <p>Sport Canterbury/Age Concern Ashburton/ACC/Pre sbyterian Support/Elder Care Canterbury/agencies involved in falls prevention/Safe Communities Co-ordinator</p> | <p>Number of agencies collaborating to promote falls prevention/home safety</p> <p>Community feedback received from the promotions</p> |
| <p>Ashburton District's older residents are aware of home safety</p> | <p>Develop a home safety "fix it" programme for older residents who are unable to action required safety improvements to prevent falls</p> | <p>Programme developed by October, 2022</p> | <p>Safe Communities Coordinator/Falls Prevention Network</p> | <p>Programme commences October, 2022</p> |
| <p>Ashburton District's Roads experience no serious crashes or fatalities</p> | <p>Continue to reduce fatal and serious crashes with a focus on the top crash causes – speed, intersections, alcohol and drugs, young drivers</p> | <p>Refer Ashburton District Road Safety Action Plan</p> | <p>Ashburton District Road Safety Co-ordinating Committee/ Ashburton Community Alcohol and Drug Service (ACADS)</p> | <p>Reduction in number of crashes at intersections, specifically serious injury and minor injury crashes</p> <p>Reduced number of crashes involving young drivers, specifically fatal and serious injury crashes</p> |

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| <p>Promote Road Safety Awareness</p> | <p>Contribute to the feasibility study for the development of a kids cycle track, located in a safe, off-road environment where children can learn to ride/navigate road rules</p> <p>Promote motorcycle safety via the ACC Ride Forever programme as part of Motorcycle Awareness Month, September 2022</p> <p>Develop a campaign/promotion targeting 20-29 year olds and alcohol-related crashes and driving standards</p> | <p>Through 2022-2023</p> <p>Commence July/August, 2022</p> <p>TBC</p> | <p>Ashburton District Council/SCAD/ACC</p> <p>Ashburton District Council/ACC/SCAD</p> <p>Ashburton District Council/ACADS/ACC/SCAD</p> | <p>Increased number of young drivers who understand risks on the road</p> <p>Reduction in the number of crashes involving speed and alcohol and drugs</p> <p>Finalise by 30 June, 2023</p> <p>Promotion run September, 2022</p> <p>Campaign developed and run by 30 June, 2023</p> |
| <p>People in Ashburton District are free from harm</p> | <p>Theft/burglary campaign – developing community awareness around preventing theft/burglary of homes, vehicles and tools</p> <p>Campaign on community awareness around scams (eg banking/identity theft)</p> | <p>November/December, 2022</p> <p>TBC</p> | <p>Mid Canterbury Neighbourhood Support/SCAD/Police</p> <p>Mid Canterbury Neighbourhood</p> | <p>Number of community talks</p> <p>Number of people making changes to home/vehicle/tools security as a result of the campaign</p> <p>TBC</p> |

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| | <p>Workplace Wellbeing– research issues/concerns (e.g. injury rates; workforce shortages due to Covid-19) for local businesses; support and publicise national and local workplace wellbeing and anti-bullying campaigns</p> <p>Support national and local water safety initiatives</p> | <p>TBC</p> <p>TBC</p> | <p>Support/Mid Canterbury CAB/banks/SCAD</p> <p>Ashburton District Council Economic Development/Lives Worth Living Programme/Rural Support Trust/Mid Canterbury CAB/ACC/SCAD/agencies involved in workplace wellbeing</p> <p>Water Safety NZ/EA Networks Centre/SCAD/other agencies involved in water safety/learn to swim</p> | <p>Campaign developed and run by 30 June, 2023</p> <p>Publicise national and local awareness campaigns</p> |
| <p>Ashburton District Experiences a High Level of Community and Social Wellbeing</p> | <p>Explore the need for the development of a separate Caring for Communities Wellbeing Group, to focus on issues such as social/emergency housing</p> | | <p>Caring for Communities Group/SCAD</p> | <p>Possible Caring for Communities Group established</p> |

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| Funders (Ashburton District Council; ACC) are well informed about the activities, achievements and benefits of Safe Communities Ashburton District | Safe Communities Ashburton District Steering Group undertakes an annual planning session, to seek feedback on upcoming community safety issues/concerns, for use in future strategic and business planning | Annually - January | Safe Communities Ashburton District Steering Group/Safe Communities Co-ordinator | Feedback planning session incorporated into the SCAD Strategic and Business Plans |
| | Report to the Ashburton District Council twice yearly on achievements of the programme, including an annual report for each year ended 30 June | Twice per year | Safer Mid Canterbury Manager/Safe Communities Co-ordinator | Feedback from the Ashburton District Council |
| | Report six monthly and annually to ACC on achievements of the programme | Twice per year | As above | Feedback from ACC |