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**PALMERSTON NORTH CITY COUNCIL**

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**AGENDA**

**COMMUNITY DEVELOPMENT**

**COMMITTEE**

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**9AM, MONDAY 7 MAY 2018**

COUNCIL CHAMBER, FIRST FLOOR, CIVIC ADMINISTRATION BUILDING  
32 THE SQUARE, PALMERSTON NORTH

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## MEMBERSHIP

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**Aleisha Rutherford (Chairperson)**  
**Rachel Bowen (Deputy Chairperson)**  
**Grant Smith (The Mayor)**

**Susan Baty**  
**Gabrielle Bundy-Cooke**  
**Lew Findlay QSM**  
**Leonie Hapeta**

**Lorna Johnson**  
**Duncan McCann**  
**Karen Naylor**  
**Tangi Utikere**

**Agenda items, if not attached, can be viewed at:**

**pncc.govt.nz | Civic Administration Building, 32 The Square**  
**City Library | Ashhurst Community Library | Linton Library**

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**Heather Shotter**  
**Chief Executive, Palmerston North City Council**

**Palmerston North City Council**

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**Private Bag 11034, 32 The Square, Palmerston North**



## **COMMUNITY DEVELOPMENT COMMITTEE MEETING**

7 May 2018

### **ORDER OF BUSINESS**

NOTE: The Community Development Committee meeting coincides with the ordinary meeting of the Planning and Strategy Committee meeting. The format for the meeting will be as follows:

- Planning and Strategy Committee will open and adjourn immediately to following Community Development Committee.
- Community Development Committee will open, conduct its business and then close.

#### **1. Apologies**

#### **2. Notification of Additional Items**

Pursuant to Sections 46A(7) and 46A(7A) of the Local Government Official Information and Meetings Act 1987, to receive the Chairperson's explanation that specified item(s), which do not appear on the Agenda of this meeting and/or the meeting to be held with the public excluded, will be discussed.

Any additions in accordance with Section 46A(7) must be approved by resolution with an explanation as to why they cannot be delayed until a future meeting.

Any additions in accordance with Section 46A(7A) may be received or referred to a subsequent meeting for further discussion. No resolution, decision or recommendation can be made in respect of a minor item.

#### **3. Declarations of Interest (if any)**

Members are reminded of their duty to give a general notice of any interest of items to be considered on this agenda and the need to declare these interests.

**4. Public Comment**

To receive comments from members of the public on matters specified on this Agenda or, if time permits, on other Committee matters.

(NOTE: If the Committee wishes to consider or discuss any issue raised that is not specified on the Agenda, other than to receive the comment made or refer it to the Chief Executive, then a resolution will need to be made in accordance with clause 2 above.)

**5. Presentation - Legacy** Page 7

**6. Confirmation of Minutes** Page 9

“That the minutes of the Community Development Committee meeting of 5 March 2018 Part I Public be confirmed as a true and correct record.”

**7. Review of City Ambassadors Trial** Page 13

Report, dated 20 April 2018 from the Manager - Community Engagement, Ian Littleworth and the Safe Communities Coordinator, Zoe Kavanagh.

**8. Committee Work Schedule** Page 25

**9. Exclusion of Public**

To be moved:

“That the public be excluded from the following parts of the proceedings of this meeting listed in the table below.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under Section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

General subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Ground(s) under Section 48(1) for passing this resolution

This resolution is made in reliance on Section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act which would be prejudiced by the holding of the whole or the relevant part of the proceedings of the meeting in public as stated in the above table.

Also that the persons listed below be permitted to remain after the public has been excluded for the reasons stated.

Chief Executive (Heather Shotter), Chief Financial Officer (Grant Elliott), General Manager, City Enterprises (Ray McIndoe), General Manager, City Future (Sheryl Bryant), General Manager, City Networks (Ray Swadel), General Manager, Customer Services (Peter Eathorne), General Manager, Libraries and Community Services (Debbie Duncan), Human Resources Manager (Wayne Wilson), General Manager, Marketing and Communications (Sacha Haskell), and Communications Advisor (name) because of their knowledge and ability to provide the meeting with advice on matters both from an organisation-wide context (being members of the Council's Management Team) and also from their specific role within the Council.

Legal Counsel (John Annabell), because of his knowledge and ability to provide the meeting with legal and procedural advice.

Governance and Support Team Leader (Kyle Whitfield) and Committee Administrators (Penny Odell, Carly Chang and Rachel Corser), because of their knowledge and ability to provide the meeting with procedural advice and record the proceedings of the meeting.

*[Add Council Officers]*, because of their knowledge and ability to assist the meeting in speaking to their report and answering questions, noting that such officer will be present at the meeting only for the item that relate to their respective report.

*[Add Third Parties]*, because of their knowledge and ability to assist the meeting in speaking to their report/s [or other matters as specified] and answering questions, noting that such person/s will be present at the meeting only for the items that relate to their respective report/s [or matters as specified].



## **PRESENTATION**

**TO:** Community Development Committee

**MEETING DATE:** 7 May 2018

**TITLE:** Presentation - Legacy

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### **RECOMMENDATION(S) TO COMMUNITY DEVELOPMENT COMMITTEE**

1. That the Community Development Committee receive the presentation for information.

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### **SUMMARY**

John Faiz, Jay Cootes and Jason Belworthy from Legacy will provide a presentation.

Legacy now manage the emergency accommodation previously known as Shepherds Rest and are increasing the housing stock to make more rooms available for single people needing urgent / stable accommodation. Legacy also provide some community services and can connect people to help improve wellbeing. Legacy's Restore Program has a focus to help people overcome addictions and place people in sustainable employment or training.

### **ATTACHMENTS**

Nil





# **PALMERSTON NORTH CITY COUNCIL**

## **Minutes of the Community Development Committee Meeting Part I Public, held in the Council Chamber, First Floor, Civic Administration Building, 32 The Square, Palmerston North on 05 March 2018, commencing at 9.02am**

- Members Present:** Councillor Aleisha Rutherford (in the Chair), The Mayor (Grant Smith) and Councillors Rachel Bowen, Susan Baty, Gabrielle Bundy-Cooke, Lew Findlay QSM, Leonie Hapeta, Lorna Johnson, Duncan McCann, Karen Naylor and Tangi Utikere.
- Non Members:** Councillors Brent Barrett, Adrian Broad, Vaughan Dennison, Jim Jefferies and Bruno Petrenas.
- Apologies:** Councillor Rachel Bowen (for early departure on Council Business).

Councillor Rachel Bowen was not present when the meeting resumed at 11.47am. She was present for clause 1.

Councillor Aleisha Rutherford was not present when the meeting resumed at 11.47am. She entered the meeting again at 11.50am during consideration of clause 3. She was not present for clause 2.

### **1-18 Apologies**

Moved Aleisha Rutherford, seconded Leonie Hapeta.

The **COMMITTEE RESOLVED**

1. That the Committee receive the apologies.

The meeting adjourned at 9.03am

The meeting resumed at 11.47am

When the meeting resumed Councillors Rachel Bowen and Aleisha Rutherford were not present.

### **2-18 Election of Chairperson**

Moved Leonie Hapeta, Vaughan Dennison.

The **COMMITTEE RESOLVED**

1. That the Deputy Mayor (Tangi Utikere) Chair the Community Development meeting until Councillor Rutherford returns to the meeting.

### **3-18 Presentation - Welcoming Communities**

Stephanie Velvin, Welcoming Communities Co-ordinator and Peter Grey, Community Liaison Team Leader gave a presentation regarding the Welcoming Communities programme.

Welcoming Communities is a pilot programme partnering with Immigration New Zealand and other participating Councils that “puts out the welcome mat” to newcomers, noting that communities are healthier, happier and more productive when newcomers are welcomed by the existing community.

The Welcoming Communities Standard for New Zealand was established with eight elements developed that the programme would be shaped around. In November 2017 the Local Advisory Group was set up and this group will have members added to it if and when required.

Over December and January a stocktake was taken and once the draft Welcoming Plan is drafted consultation will take place. Immigration New Zealand’s deadline for Plan completion is end of April which then leads to national evaluation.

Council’s role is to promote the Welcoming Plan consultation, be a champion by informing others about the key messages and initiatives and apply the welcoming principles of the programmes during community engagements.

Moved Aleisha Rutherford, seconded Leonie Hapeta.

The **COMMITTEE RESOLVED**

1. That the Community Development Committee receive the presentation for information.

**4-18**

#### **Confirmation of Minutes**

Moved Duncan McCann, seconded Gabrielle Bundy-Cooke.

The **COMMITTEE RESOLVED**

1. That the minutes of the Community Development Committee meeting of 11 December 2017 Part I Public be confirmed as a true and correct record.

**NOTE:**

Councillors Vaughan Dennison and Leonie Hapeta abstained from voting on clause 4-18.

**5-18**

#### **Community Development Work Schedule: Item 1 Social Housing – Mixed model, initial scoping exercise**

Memorandum, dated 12 February 2018 from the General Manager - Libraries and Community Services, Debbie Duncan.

Moved Aleisha Rutherford, seconded Leonie Hapeta.

The **COMMITTEE RESOLVED**

1. That the Committee remove Item 1 Social Housing – Mixed model, initial scoping exercise from the Community Development Work Schedule.

**6-18**

**Review options for the administration of Hancock Community House**

Memorandum, dated 14 February 2018 from the Community Liaison Team Leader, Peter Grey.

Moved Aleisha Rutherford, seconded Lorna Johnson.

The **COMMITTEE RECOMMENDS**

1. That Council rescind the its resolution dated 17 September 2014:
  - *That Council approves the management of Hancock Community House to be contracted to an independent community based trust.*
  - *That Council officers undertake negotiations with Hancock Community House Trust to establish a Memorandum of Understanding on the management of Hancock Community House.*
  - *That Council officers report back to Council the outcome of these negotiations.*
2. That Council Officers undertake wider investigation of all options for the ongoing administration of the Hancock Community House and a recommendation is reported back to Council.

**NOTE:**

Councillor Leonie Hapeta abstained from voting on clause 6-18

**7-18**

**Committee Work Schedule**

Moved Aleisha Rutherford, seconded Leonie Hapeta.

The **COMMITTEE RESOLVED**

1. That the Community Development Committee receive its Work Schedule dated March 2018.

**NOTE:**

Councillor Karen Naylor requested her dissent to clause 7-18 above be recorded.

The meeting finished at 12.56pm

Confirmed 7 May 2018

**Chairperson**

UNCONFIRMED

## REPORT

**TO:** Community Development Committee

**MEETING DATE:** 7 May 2018

**TITLE:** Review of City Ambassadors Trial

**DATE:** 20 April 2018

**AUTHOR/S:** Ian Littleworth, Manager - Community Engagement, Libraries and Community Services  
Zoe Kavanagh, Safe Communities Coordinator, Libraries and Community Services

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### RECOMMENDATION(S) TO COUNCIL

1. That the report Review of City Ambassadors Trial be received
2. That the City Ambassadors Initiative continue on an ongoing basis over the summer period (December to March) with a dual focus of city safety and city vibrancy
3. That as part of its 2018/28 10 Year Plan deliberations Council give considerations to including Funding of \$34,000 per annum for the City Ambassador initiative.

### SUMMARY OF OPTIONS ANALYSIS FOR

<b>Problem or Opportunity</b>	Following the completion of the City Ambassador trial this report provides a review of the trial including recommendations for Council consideration
<b>OPTION 1:</b>	<b>That the City Ambassadors Initiative be continued</b>
Community Views	Stakeholder feedback indicates support for the continuation of this initiative over the summer period with a continued focus on city vibrancy and city safety
Benefits	Maintains a high visible presence in the CBD that assists with city vibrancy and safety  Builds on the publicity and awareness of Ambassadors created as a result of the trial
Risks	The City Ambassador initiative is seen as the panacea for CBD issues instead of being a component of a number of things that drive city safety
Financial	\$34,000 to \$144,000  \$34,000 is recommended  No funding is provided in the draft 10 Year Plan
<b>OPTION 2:</b>	<b>That the City Ambassadors Initiative not be continued</b>
Community Views	Stakeholder feedback does not support this option
Benefits	None
Risks	Reduced visible presence in the CBD which may lead to a renewal of antisocial behaviour  Loss of momentum build as a result of the trial
Financial	None
<b>Contribution of Recommended Option to Council's Strategic Direction</b>	Supports a Connected and Safe Community by contributing to Palmerston North becoming a city where people feel safe and are safe  Supports a Creative and Exciting City by contributing to a vibrant city centre

## **RATIONALE FOR THE RECOMMENDATIONS**

### **1. OVERVIEW OF THE PROBLEM OR OPPORTUNITY**

- 1.1 Earlier in 2017 the city and in particular the CBD, experienced an increase in anti-social behaviour from a small but determined group of youth, which consequently became a subject of discussion at the Safety Advisory Board (SAB).
- 1.2 In response to that SAB discussion and a request by Mayor Smith, a Council report was presented that recommended that a City Ambassador trial be undertaken which potentially provided a solution that not only assisted with addressing the youth behaviour issue but proactively added significantly to the city's promotional opportunities, vibrancy of the CBD and increased the reputation of the city.
- 1.3 This report provides recommendations for Committee consideration based on the review undertaken at the conclusion of City Ambassadors Trial

### **2. BACKGROUND AND PREVIOUS COUNCIL DECISIONS**

- 2.1 At the 24 October 2017 Council meeting consideration was given to a report recommending that a City Ambassadors trail be undertaken.

Council resolved that:

1. *That the report City Ambassadors – Proposed Trial be received.*
2. *That approval is given to undertake a 3 month City Ambassadors trial.*
3. *That funding support of \$32,200 toward the City Ambassadors trial will be sourced from within existing Libraries & Community Services Unit budget.*

- 2.2 The objectives of the Palmerston North City Ambassadors would be to help increase visitor satisfaction, promote the CBD and city, and assist with community safety in the CBD. This option is in line with priorities in the draft Creative and Liveable, and Connected Community strategies working towards a vibrant, liveable, connected, and safe city.

Their ambassadorial role included:

- Providing general and promotional information and directional assistance to visitors around the CBD
- Providing direction and resources to City events and City facilities and amenities
- Liaising regularly with I-Site
- Making people feel more comfortable when they are out enjoying the CBD
- Act as 'eyes and ears' for antisocial activity and reporting it to the Police for action
- Reporting any damage to property to Council

It was noted at the 24 October 2017 meeting that the purpose of the role was not to act as a security presence in the CBD, instead the strong emphasis was on being a host and ambassador for Palmerston North.

2.3 The trial was conducted between 12 December 2017 and 25 February 2018 but was extended to 11 March 2018 to cover a period of significant city events held in the CBD.

2.4 Attached is the review document prepared by the Council Officers.

### 3 DESCRIPTION OF OPTIONS

#### 3.1 That the City Ambassadors initiative be continued

Whilst it is difficult to explicitly quantify the benefits of this initiative, it should be noted that we did have a sustained level of CBD engagement through the period of this initiative across a wide range of people and areas of help. The stories that have been captured paint a picture of the range of the connections made and the impacts they had.

The intangible benefit of having highly visible Ambassadors out on the streets interacting with the community, being the eyes and ears for the Police and generally acting as a deterrent to antisocial behaviour should not be underestimated. That intangible benefit adds significantly to the sense of safety in the city and adds to the reputation of this city.

Based on the above premise the recommendation to Council is that the City Ambassador Initiative is continued on an ongoing basis.

Within the scope of this option there are a number of further options that could be considered.

#### ***Future focus of City Ambassador Initiative***

The focus of the original trial was two-fold. Firstly with a city safety perspective to provide a presence in the CBD to deter antisocial behaviour: secondly an ambassadorial role to add significantly to the vibrancy of the CBD, the city's promotional opportunities and increasing the reputation of the city.

The review document indicates that 85.2% of interactions were vibrancy related with 14.8% being safety related. Whilst there is a significantly lower amount of safety related interactions those particular interactions and the highly visible presence in the CBD potentially contributed to the significant reduction in crime statistics for the CBD. It should be acknowledged that there are other factors which contributed to the reduction of crime beyond the City Ambassadors. It should also be noted the



high level of alcohol related interactions that occurred during the trial. These account for 13% of all interactions.

Given the high level of vibrancy interactions coupled with the potential impact on CBD safety from having a visible presence in the CBD, it is recommended that any future initiatives continue to have the same dual focus.

### ***Duration of Initiative***

Although the initial trial was over the summer season (December to March) there are additional time options that could also be considered, including extending to all holiday periods - through to this becoming a regular service delivered across the whole year.

The trial demonstrated that there is a benefit in continuing to run this initiative across the December – March summer period. It is recommended that as a minimum period this is continued.

In considering the expansion of this initiative to all holiday periods, it was felt that the implications and additional cost in trying to coordinate a start/stop service that still delivered a quality service standard across each holiday period would outweigh the benefit of providing that level of service.

It is felt that the cost implication of running this initiative on an ongoing weekly basis is too prohibitive for the benefit that will be delivered.

### ***Cost implication***

Currently there is no funding allocated in the draft 10 Year Plan for this initiative

The following costs are based on a weekly cost of \$2,300 plus an initial set-up cost. The cost indication for the ongoing weekly option does include funding for new support staff to oversee the initiative.

Time Period	Indicative Costs
Summer Season (13 Weeks)	\$34,000 p.a.
All holiday periods incl Summer season (approx. 22 weeks)	\$55,000 p.a.
Annual	\$144,000 p.a.  Incl funding for support function

### 3.1 That the City Ambassador initiative not be continued

Based on the data provided from the trial it could be considered that an initiative that delivered 1027 hours of direct CBD engagement for a total of 393 recorded interactions is not cost beneficial. In simplistic terms this would equate to one recorded interaction for every 2.6 hours.

Equally the level of recorded interactions against the total cost of approximately \$32,000 may not be considered cost beneficial.

In not continuing the trial there is potentially a risk that the original drivers for the trial, antisocial behaviour, could return. Equally the benefits gained from running the trial and providing a CBD presence would be lost.

There is no cost benefit in not continuing the trial as no ongoing funding is allocated for this initiative.

## 4 CONCLUSION

- 4.1 The review of the City Ambassadors trial showed that 393 interactions by Ambassadors were recorded during the trial with 85.2% being vibrancy related and 14.8% safety related. It is noted that anecdotally, a substantial number of other interactions were not recorded as they were more casual in nature.
- 4.2 The general perception and feedback from stakeholders is that the role and visible presence of the City Ambassadors made a valuable contribution to the vibrancy and safety within the CBD. In particular crime statistics for the trial period were down significantly on previous years. It is acknowledged that there would also have been other factors which also contributed to the reduction of CBD crime beyond the City Ambassadors.
- 4.3 Based on the actual and perceived benefits to city vibrancy and city safety, it is recommended that the City Ambassador Initiative continues.

## 5 NEXT ACTIONS

- 5.1 The inclusion of appropriate funding in the 10 Year Plan is considered as part of the upcoming 10 Year Plan deliberations
- 5.2 Council Officers take into consideration the learnings from the trial in their future planning for City Ambassadors.

## 6 OUTLINE OF COMMUNITY ENGAGEMENT PROCESS

- 6.1 Available feedback on the trial has been included in the attached review document.

- 6.2 In response to the completion of the trial the Safety Advisory Board has expressed its support for the continuation of the City Ambassadors Initiative over the summer period. The SAB is also supportive of maintaining a city vibrancy and safety focus. They did ask that consideration be given to running this initiative across all holiday periods. This has been included in this report.
- 6.3 Feedback from the trial's steering group, SafeCity Trust, NZ Police, I-Site and Council Officers have also endorsed the continuation of this initiative across the summer period.

Does the Committee have delegated authority to decide?	<b>No</b>
If Yes quote relevant clause(s) from Delegations Manual <Enter clause>	
Are the decisions significant?	<b>No</b>
If they are significant do they affect land or a body of water?	<b>No</b>
Can this decision only be made through a 10 Year Plan?	<b>Yes</b>
Does this decision require consultation through the Special Consultative procedure?	<b>No</b>
Is there funding in the current Annual Plan for these actions?	<b>No</b>
Are the recommendations inconsistent with any of Council's policies or plans?	<b>No</b>

## **ATTACHMENTS**

1. Review of City Ambassadors Trial April 2018 [↓](#) 

Ian Littleworth  
**Manager - Community  
Engagement**

Zoe Kavanagh  
**Safe Communities  
Coordinator**

# PALMY

Māngai Atawhai  
City Ambassadors

## Post-Implementation Review

<b>Project Title:</b>	Palmerston North Māngai Atawhai / City Ambassadors
<b>Supported by:</b>	Palmerston North City Council, Library and Community Services

### PROJECT SUMMARY — What did we do?

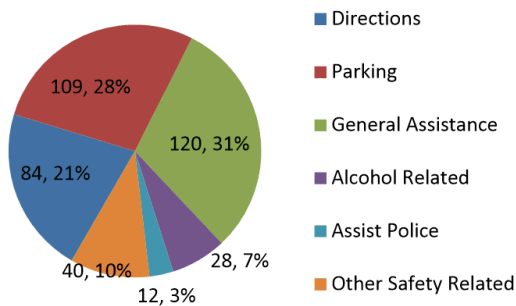
- We had individuals, Māngai Atawhai / City Ambassadors, roaming the Central Business District on Tuesday through Sunday from 11:00am to 5:30pm
- The Māngai Atawhai / City Ambassadors trial was contracted to the SafeCity Trust, and overseen by a steering group made up of Council staff and partners from the Palmerston North iSITE, and the New Zealand Police
- Trial ran for 13 weeks from start date of 12 December 2017 to 11 March 2018
- Positive and promising results have come out of reported data
- Trial ran within allocated budget (\$32,000)

### RESULTS — Did the project results match the original objectives? Did the project fully solve the problem that it was designed to address?

- The success of the trial was to be gauged based on the following outcomes:
  - Increased vibrancy
  - Greater feeling of safety

#### Interaction Categories

- There were 393 interactions reported. It is noted; however, that a number of additional interactions were not recorded as they were more casual and did not warrant a report.
- Daily reports were completed by each Māngai Atawhai / City Ambassador
- Reporting included incident category, weather conditions, general comments, specific observations which were refined throughout the process to include hourly tallies of each type of interaction.



# PALMY

Māngai Atawhai  
City Ambassadors

## Post-Implementation Review

### Increased vibrancy

- 85.2% of total interactions were vibrancy related public assistance (directions, events, parking, etc.)

Interactions falling into the “Ambassador” category were by far the larger of the two outcomes.

There may also be additional intangible links to the vibrancy outcome that played into a positive experience for those visiting the CBD in Palmerston North.

The Māngai Atawhai / City Ambassadors reported as having many positive interactions during time periods in, or leading up to, larger events in Town. They would be equipped with knowledge and brochures of these events.

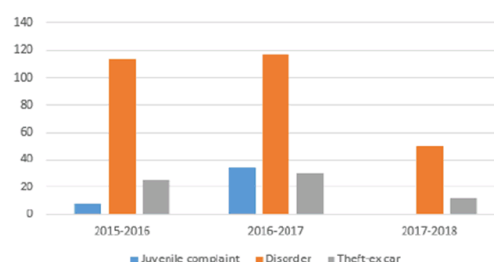
Social media posts indicated a generally positive outlook on the Māngai Atawhai / City Ambassadors.

### Greater feeling of safety

- 14.8% of interactions were ‘safety’ related (alcohol related, disorder, police referrals, etc.)

The minority of interactions led to a marked decline in safety related statistics throughout the trial period compared to the two prior years.

	15 Dec 2015- 11 Mar 2016	15 Dec 2016- 11 Mar 2017	15 Dec 2017- 11 Mar 2018
Juvenile			
Complaint	8	34	0
Disorder	114	117	50
Theft from cars	25	30	12



Data provided by New Zealand Police

- Other tasks reported by the Māngai Atawhai / City Ambassadors included helping find missing children, assisting when people had fallen and required medical attention, looking for lost keys, and spoke to retailers about their role.
- Reports of graffiti and damage were sent directly to Council via public channels. These instances were not reported separately but daily reports indicate this happening.
- The Māngai Atawhai/City Ambassadors also answered or referred questions about Council programmes and initiatives.



# PALMY

Māngai Atawhai  
City Ambassadors

## Post-Implementation Review

### COMMUNICATIONS — What were our messages to the public, and how did we get the messages out?

- Key Messages
  - Palmerston North City Council wants everyone to enjoy their time in the CBD in the summer months. (*vibrancy*)
  - Māngai Atawhai / City Ambassadors are there to help when you're in the CBD. (*safety*)
  - Palmerston North City Council is being proactive in using various mechanisms to create a more livable, vibrant, connected, and safe CBD. This includes addressing antisocial behavior by teaming up with the NZ Police and Safe City Trust on this initiative. (*collaboration*)
- How we got them to the community
 

- Launch Photos	- iSITE LED Screen
- Press Release	- Newspaper articles
- Social Media Posts	- Square Circular article
- Radio Interview with <i>Drive</i> on RadioLIVE	- Internal Portal Post to Council Staff
- Flyers to Businesses and Public	- Massey University students induction

### TRAINING — What sort of training did the Māngai Atawhai / City Ambassadors receive?

- Various agencies including City Council, NZ Police, iSITE, SafeCity Trust covered:
  - Resources available for support the public
  - Levels of service and expectations from Council
  - The points of referral available to the Māngai Atawhai / City Ambassadors
- On-going support was offered by Council officers as needed

### BRANDING — What was the look and feel of the Māngai Atawhai / City Ambassadors?

- Green polo shirts in familiar green shade with Summer Events branding on back.
- SunSmart and Weather appropriate
- Promotional and Passionate
- Bilingual Te Reo Māori name, Māngai Atawhai (hospitality ambassador), on shirts.
- Friendly and Approachable
- Visible and Recognisable

### BUDGET — Did the benefits outweigh the costs of the trial?

- Trial was run on budget; in fact it was extended within existing budget
- Operational changes could lead to an increase in proactive engagements and interactions
- Difficulties acquiring data on evaluation from users
- Difficult to assess intangibles of presence leading to trust and vibrancy of the CBD, and situational prevention leading to altered antisocial behaviour



# PALMY

Māngai Atawhai  
City Ambassadors

## Post-Implementation Review

### LESSONS LEARNED — How can we make things better next time?

- Recruitment for certain skill-sets
- Appropriateness of the delivery model (this model was contracted to a community group)
- Surveys after engagement to improve feedback
- Reporting model is only as effective as the information inputted by Māngai Atawhai / City Ambassadors
- Time intensive for Council staff
- Decrease in number of interactions after school holidays
- T-shirts even more vibrant and 'obvious' – so as to not be mistaken for Parking Officers
- Māngai Atawhai / City Ambassadors have more clear ground level communications streams to staff from key agencies
- Māngai Atawhai / City Ambassadors have a clear home-base (where they can leave lunches, change of clothes, etc.)
- Should our focus be on "People feel safe" or "People are safe"?

### FEEDBACK – What did other people think of the project?

- **Public** – 242 likes/loves on social media with 73 shares of posts and articles, generally favourable comments
- **Māngai Atawhai / City Ambassadors** – Generally enjoyed experience of making connections with community; Enjoyed linking with specific events happening in CBD
- **iSITE** – Noticed increase in antisocial behaviour when trial was complete
- **SafeCity Trust** – Happy to continue as successful outcomes from trial show benefits
- **NZ Police** – Would like to see initiative continued as they see this as one of several initiatives that led to a decrease in negative statistics in the Palmerston North CBD
- **Safety Advisory Board** – Positive perspective, pleased with outcome of mixed-outcome model; Would like to give consideration to initiative running during holidays







## COMMITTEE WORK SCHEDULE

**TO:** Community Development Committee

**MEETING DATE:** 7 May 2018

**TITLE:** Committee Work Schedule

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### RECOMMENDATION(S) TO COMMUNITY DEVELOPMENT COMMITTEE

1. That the Community Development Committee receive its Work Schedule dated May 2018.

### ATTACHMENTS

1. Work Schedule  

## COMMUNITY DEVELOPMENT COMMITTEE

### COMMITTEE WORK SCHEDULE – MAY 2018

Item No.	Estimated Report Date	Subject	Officer Responsible	Current Position	Date of Instruction/ Point of Origin
4	March 2018	Social Housing – Mixed model, initial scoping exercise	General Manager Libraries and Community Services		12 December 2016 Clause 62.16
1	May June 2018	CBD Amenity Bylaw - Draft	General Manager, City Future		13 March 2017 Clause 9-17
2	May June 2018	Disability Reference Group	General Manager, Libraries and Community Services		11 September 2017 Clause 25.1
3.	August 2018	Disability Coalition update	General Manager, Libraries and Community Services		11 September 2017 Clause 25.2
4	August 2018	Welcoming Communities Plan – Final	General Manager, Libraries and Community Services		
5	August 2018	Capacity and Capability Building in the Community Sector	General Manager, Libraries and Community Services		11 September 2017 Clause 23-17
6	August 2018	Administration of Hancock Community House	General Manager, Libraries and Community Services		5 March 2018 Clause 6-18
7	December 2018	Options for improved engagement and participation of Maori with Council	General Manager City Future		24 October 2017 Council Clause 161-17
8	On hold	Local Alcohol Policy	General Manager, City Future	Deferred to following District Plan review	11 December 2017 Clause 36.2