



**HASTINGS DISTRICT COUNCIL
SUPPORTING
SOCIAL WELLBEING
STRATEGIC FRAMEWORK
2010**

SUPPORTING SOCIAL WELLBEING STRATEGIC FRAMEWORK 2010-13

INTRODUCTION

The Hastings District Council contributes to community wellbeing through the delivery of all of its services.

Community wellbeing is made up of environmental, economic, cultural and social wellbeing all of which are entwined and interrelated. Council services such as: water, reserves, economic development, urban design, facilities, planning and so on all add to creating wellbeing in our District.

Social wellbeing is an important part of community wellbeing.

There are many groups in our community which wish to strengthen their social wellbeing and the social wellbeing of others.

There are various sports, hobby, cultural, advocate and disability groups which contribute to the fabric of the community. These groups often rely on volunteers or charitable organisations.

While supporting social wellbeing is the focus of this strategy this must be done alongside other Council activities.

The Council's role in supporting social wellbeing does not duplicate work of central government. The Council promotes social wellbeing by supporting the community, and the groups within the community.

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- ADOPTED DECEMBER 2010



CAMBERLEY COMMUNITY CENTRE OPENING



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SOCIAL WELLBEING ENVIRONMENT

Hastings is a growing community and ethnically diverse community and with significant pockets of high deprivation. It has high numbers of people with no formal education and a number of significant social problems including burglary and youth violence.

Given the complexities and interrelationships between the determinants of social wellbeing it can be argued that all aspects of social wellbeing must be targeted as they all impact each other. This in itself has been part of the problem for the Council in terms of the Council defining its role in attending to social wellbeing issues. A multi-faceted approach has emerged but this has stretched resourcing.

The primary goal of this Strategic Framework is to place a stake in the ground and say that the Council will focus its resourcing on a specific number of issues in order to gain traction.

The Council will focus on those areas of social wellbeing where Council can have most impact.

The areas identified are based on a number of criteria which include the severity of any issues, opportunities available for Council to enhance its current input and to partner with central government and the community for greater effectiveness.

There are two priorities:

- Our people we want to focus on are Older Persons, Young People, Maori and People living in some areas characterised by high deprivation
- The issues where we are going to focus our efforts on are:
 - ✓ A safe and secure community
 - ✓ A community where people are independent, are able to engage in the economy and add to the prosperity of Hastings
 - ✓ A community that reduces the prevalence of illness and injuries by creating good environments, activity and great life style choices.

SERVICE DELIVERY AND VALUES

The values the Council will demonstrate in working towards its vision are embedded in and are part of the way it supports social wellbeing. The activity of supporting social wellbeing will shift away from networking as an end in itself to the facilitation of real outcomes in the community through:

FACILITATION AND COORDINATION

- Research and action planning to identify and address emerging issues- for example the Positive Aging Forum.
- Networking opportunities to share information and discuss issues - such as coordinating the Hastings District Crime Prevention Governance Group.
- Advocacy on community identified priorities - such as advocating for the delivery of central government services in line with community expectations.
- Taking a strategic and collaborative approach to relationships with central government, the community, and Maori communities.
- Focus on building and nurturing key partnerships, especially with central government to secure appropriate resourcing for communities—for example the Community Max programme.

PROGRAMMES AND PROJECTS

- Financial or in kind support – examples include providing a contract for service to manage the Camberley Community Centre or assistance in identifying community objectives or development plans.
- Specific programmes or services - such as the Hastings Neighbourhood Support Programme.
- Events- that celebrate community achievements, usually run in partnership with community groups.
- Taking an entrepreneurial approach, seeking out practical opportunities to make a real difference in a tangible way.

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SERVICE DELIVERY AND VALUES CONTINUED

COMMUNITY ENGAGEMENT AND PLANNING

- Ensuring social wellbeing is promoted through the Council's place based planning approach.
- Focusing on strengths and build on positives in the community - examples include the Paharakeke project in Flaxmere.
- Supporting accessible and relevant community facilities such as Flax Rock and the Camberley and Havelock North Community Centres.
- Being responsive to initiatives arising from the grass roots level - such as the Flaxmere Urban Design Framework.
- Consulting and engaging with the community in a timely and meaningful way to ensure that its planning and services are relevant to community needs.

CULTURALLY APPROPRIATE

- Partner with Maori and other groups in mutually appropriate ways to address the social wellbeing priorities

MISSION

To provide communities with the support they need to effect positive social wellbeing outcomes.



OUR VISION FOR THE FUTURE

The Council's Vision is: Great Living for a Sustainable Future

VISION 2020

The Council has described what it wants the district to look like in 2020. In the area of social wellbeing this includes: Facilitation and Coordination

- Families enjoy the friendly and safe district. With safe streets and footpaths our children can easily walk and cycle to schools and parks. There is plenty for our youth to do
- We celebrate our cultural heritage and plan effectively together with Maori. And we embrace the different backgrounds of all people living here.
- We've become a place for people in retirement and have embraced the aging population through the support of appropriate facilities and services.

FOCUS

Supporting Social Wellbeing will focus on promoting safe and secure communities, a community that reduces the prevalence of illness and injuries and a community where people are independent and are able to engage in the economy.

It will target youth, older people, Maori and people living in pockets of the district characterised by high levels of deprivation.

Focus areas may change over time but may include certain streets or communities such as Flaxmere, Camberley, Anderson Park and some rural communities.

Our focus will build on the strengths of the community and will be based on supporting community groups, volunteer organisations and government agencies to deliver good outcomes in the Hastings District

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KEY OUTCOMES

In taking this focus the Supporting Social Wellbeing Strategic Framework will target four key outcomes

- Young people connect and develop positively within the community and add to the strength of the community in the future
- Hastings District is a place for people in retirement and has embraced the aging population through the provision of appropriate services and facilities
- Communities or streets characterised by high levels of deprivation such as Flaxmere, Camberley, Omahu, Whakatu and Anderson Park actively pursue positive social wellbeing aims
- People in Hastings District enjoy a safe and secure environment

Underpinning these outcomes is a need to focus on Maori within our community. At present Maori make up about one in four people living in the Hastings District. Maori as a proportion of the district's overall population is increasing and are likely to make up around one in three of the overall population by 2045. Generally Maori are over represented at the negative end of many social wellbeing statistics.

OUTCOME	OBJECTIVES	INDICATORS
Young people connect and develop positively within the community to add to the strength of the community in the future	<ul style="list-style-type: none"> • Education, training and employment initiatives for young people are supported • Access to employment and training for young people is promoted. • Facilitate opportunities and encourage young people to participate in sport and activity • The occurrence of poor outcomes for youth due to alcohol is reduced through programmes. • Initiatives are developed to provide young people opportunities for employment and income. • Young people are empowered to participate in decisions affecting them • Foster programmes and initiatives that promote improved health statistics for young people through programmes and initiatives. 	<p>HDC youth Connect Policy reviewed and work programme developed</p> <p>More young people in training and employment Youth Council actively supports and assists the Council to achieve its social wellbeing priorities</p> <p>Health statistics for young people improve</p> <p>Increase Council and community access to, and use of, central government programmes and schemes aimed at improving the social wellbeing of young people improves</p> <p>Increase collaboration between youth service providers</p>

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OUTCOME	OBJECTIVES	INDICATORS
Hastings District is a place for people in retirement and has embraced the aging population through the provision of appropriate services and Facilities	<ul style="list-style-type: none"> Continue to review and implement the Hastings District Council's Positive Aging Strategy. 	Progress against Positive Aging Strategy objectives



OUTCOME	OBJECTIVES	INDICATORS
Communities characterised by high levels of deprivation such as Flaxmere, Camberley, Anderson Park actively pursue positive social wellbeing aims	<ul style="list-style-type: none"> Communities build on their strengths to promote social wellbeing Communities, in particular Maori, are supported to address their social wellbeing needs through engagement. Government agencies and community groups work with Council to facilitate the delivery of initiatives and programmes in communities aimed at improving safety, public health and independence and economic engagement. The social wellbeing needs of these communities are encapsulated in the council's planning processes. Economic development and social development work in tandem to generate employment and economic prosperity for people to access income and gain independence 	<p>Placed based plans are developed for communities characterised by high levels of deprivation</p> <p>Improvement in the delivery of government services in communities characterised by high levels of deprivation</p> <p>Improvement in health indicators in these communities</p> <p>Groups in these communities actively pursue social wellbeing outcomes</p> <p>Working relationships with community organisations developed and maintained</p> <p>Collaboration between Council, government agencies and the communities to promote engagement in the economy through initiatives such as employment, training programmes is demonstrated</p>

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OUTCOME	OBJECTIVES	INDICATORS
<p>People in Hastings District enjoy a safe and secure environment</p>	<ul style="list-style-type: none"> • Strategies aimed at keeping young people away from gangs are developed and driven. • Organisations and groups which help people with issues such as bullying, alcohol and drugs are supported. • People, particularly young people, are working together and with Council to make Hastings District safe and crime free. • Maori initiatives aimed at keeping people away from crime are supported. • Positive opportunities for young people are fostered. • Initiatives to make older people feel safe in their homes and in public space during the day and at night are supported. • Police, community and other government agency projects aimed at crime prevention such as the Street by Street programme, Neighbourhood Support and Community Patrols are facilitated. • Council planning processes promote safer environments. 	<p>Ministry of justice crime prevention and community safety funding agreement established and met</p> <p>Increase number of groups in Hastings neighbourhood support network</p> <p>Decrease in youth crime indicators</p> <p>Improvement in the perception of safety across Hastings</p>